Cell phone etiquette

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The author

Bob Sorensen has been working for more than 10 years in the wireless telecommunication industry and has been on many development platform committees regarding future trends in the mobile industry. Given his interest in the social impact of the ‘new’ telephone technology becoming available to the masses, he wants to set a standard for rules of conduct with a nudge and a wink. He has adopted an English/Canadian ethics style because they can act so delightfully correct, even while being rather ill-disciplined.

(for the agent and publisher)
Purpose

To give an overview of the impact of the cell phone on our social environment as well as a character analysis of their owners, the bystanders and participants.
On this stage of improvised moral fiber building, we try to develop new rules of communication guidelines while being on the cell phone. The author doesn’t believe that rules should be cast in stone but are more points of awareness which he demonstrates by analyzing various common social situations, with a good sense of humor.

Style

Humorous, sometimes absurd, but surely intellectual.

Target audience

Business people, customers of telecommunication companies, schools and any person who recognizes the impact and effect of the cell phone on their own behavior and that of their friends, family and colleagues in the environment they share.

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Foreword

Hardly any new technological device has made such a rapid introduction and acceptance in society as has the cell phone. The explosion of usage across the world has had an unprecedented effect on the way humans communicate and act and interact with one another, no matter where or when. Well that's great, is it not?

Communication between two individuals is a basic right, our basic freedom of speech, and no matter how, when and where. True? Well almost. Across nations, from America to Africa, Europe to Asia, people seem to experience the same dilemma on what to do and how to act regarding cell phone usage. The wireless devices keep on flooding into our countries, streets, schools and homes, and this trend will continue for a while. Because of the speed of acceptance of this new communication device, society hasn't had time to develop any sense of etiquette for 'mobile' communication. Civilization is reeling from cell phone shock. We are confronted with its usage all around us 24/7. There is hardly an escape from it,

like it or not. So, we should be engaging in some debate or deliberation on how to give this new behavioral pattern a place in our society and how to deal with it.

This book is a fun way to analyze the cell phone, its users and the interaction with its surroundings. It explores the humor of the cell phone. It gives some guidelines on how to collectively enjoy the cell phone in our own environment and how to defend ourselves against cell phone abuse with a wink.

Chapter 1. A giant awakes

In the early 1990s, a person with a cell phone was a rare sight less so in the world's business capitals. In those days it was a privileged status to be calling with a cell phone. The air of a successful businessman was linked to it; the cell phone was a status symbol. Expensive, high tech and unreachable for many, it was the exclusive domain of the few, rich and powerful.

It was a status symbol that had to be carried awkwardly in one hand the battery, in the other the phone, and enough radiation from the transmitting signal to fry a pigeon. However, the desire for the masses to acquire a portable brick wasn't very appealing. Why bother to drag something along while you have a phone booth on each corner? Besides, the price per call was very affordable compared to each cell phone call which cost as much as a fancy meal in a 3 star restaurant (no bricks allowed).

The years and technology progressed, and cheaper, handier models were manufactured and with more demand, the costs went down. The trickledown

affect of technology was exemplary. With our desire for mobility, the masses joined the ‘mobile task force’. The old status image of business, importance, high status lingered on for a few years. This had its positive effects, since the consumer was willing to pay more for this status symbol. Luxury comes at a price. A cell phone in your pocket/on your belt, and especially in your hand means business. Well at least being taken seriously. The more devices the merrier, thought some, even wearing two belts -one for your toys and one for your trousers. It might look ridiculous now, but back then nobody even laughed; maybe they were just baffled. But hey, looking back at the clothing style of the 80s it is hard to believe people would ever dress like that. And only twenty years from now, that generation will look back at us and chuckle. Can you imagine that your children or grandchildren will say ‘Hey, look at these people, holding their cell phones in their hand and to their ears! What and old fashioned way of communicating’.

In the 2000s, the cell phone became a product for the masses and with this flood of cell phone use, every member of society was suddenly confronted with phones ringing at any time, any place. People around all placing calls and taking calls in the most awkward places and at equally awkward moments, was something we

weren't prepared for. No boundaries had been set and no agreements had been made on how to deal with a society armed with these devices.

The nuisance factor rose rapidly as cell phones began ringing in quiet public places, and then in private conversations and meetings as well, until even the family dinner was interrupted by the continuous beeping or ringing from the gadgets of even the youngest members.

So family members made rules with one another, offices made a (limited) set of rules regarding cell phone use and public domains got signs (usually) prohibiting the use of cell phones except for designated areas. Case solved you would say! However, these rules were not that easily accepted because each individual had a different interpretation of 'freedom of speech', especially when these rules were imposed by the boss, owner of the place, or some other non-legislative body.

The nuisance of cell phone use by fellow citizens in public and private situations entered the top list of the most irritating things in our lives. In order to get people's annoyance to a more stable level, this cell phone etiquette book should serve as a guide for your own and others' mobile communication desires and

expressions. In the end, cell phones bring us great convenience and bring people closer to one another. However, a basic understanding of this new world of communication around us will definitely help.

Chapter 2. The birth of the cell phone.

The first cell phones were designed for emergency calls or very significant phone calls by very important people. The bulky device would have a battery with a weight of about 2 kilos and did not fit inside a pocket because of its sheer size. The battery lifetime, a couple of hours at best, then needed another 24-hour power supply to get back on steam (like their owners carrying the thing).

The development and broad market introduction brought rapidly improved styling, weight, lifetime and most importantly, reduced purchase price. The operators, together with the producers of cell phones, discovered unlimited possibilities to add features to the standard function of just having a conversation. From a standard calling device, the phone became capable of having a multitude of ring tones, sending text messages, taking pictures, playing music and even watching television.

This it self is an astonishing development, and yet the industry is still striving to deliver even more edgy gadgets with even more features. Every user can now

personalize his or her device to the extent they want and use any one of the many features as they like.

This, however, has led to the current situation of streets, shops, schools and, offices flooded with people talking on their phones, playing games, taking pictures or watching television, and phones ringing in all sorts of volumes and tunes. This heads down watching the screen seems a step back in Darwin's evolution theory, and walking erect doesn't seem to be hip anymore. The cell phone with all its capabilities has an effect on the way we behave and interact.

So let's take a closer look at how this wonderful piece of technology has changed our lives and behavior. As with every birth, we learn and discover along the way the best way to educate.

Cell phone 101

If this is your first cell phone, welcome to the group of 2.1 billion users, and they are still growing!! Don't forget to tell everyone your new number.

The estimation is that each second, twenty-three new cell phone are connected in the world; this is a sober estimate. At this rate, we will have total global cell phone coverage in approximately five years time. Imagine each and every household where its members have a cell phone.

For first timers, there a few tips and tricks, which might come in handy, so read carefully. (Yes, old veteran cell user, there are still many people added to the cell phone family group for the first time. They have to learn from scratch. Give them some slack!)

Cell phone tips and tricks

- Make sure you know how it works. When you call for clarification, many call centers refer to the RFM code (Read the F@#% manual). In other words, ask the sales person to spend a few minutes with you explaining

the most important keys on your phone. And when at home spend 30 minutes on the manual.

- Make sure you have written down your own number somewhere. You will have a hard time remembering your own 10 digit number especially in the beginning. Nowadays we have so many passwords and access codes that this one is just another one to remember. Well three numbers, to be precise. The first is to access your phone, the second is your full 10 digit number and the third is the access code to your voicemail. (And I will not bother you here with all the short codes for number information and so on.)
- Make sure to keep the manual. It is easy to forget and toss it in a recycle bin but trust me; you are going to need it. Cell phones run on software and any person with computer software experience has been exposed to malfunctions or just complete black screens. Keep it and store it.
- Chargers are very important. Despite the promise of longer battery power, cell phones do run out, and some much quicker than others. It all depends on the brand and type that you buy as well as the usage intensity. When leaving for a long day out, make sure it is charged properly. For a long weekend, take the charger with you. When traveling abroad, make sure

you have the appropriate adapter with you. The cell phone makers have the ingenious idea to develop a new charger plug for each phone they produce. In other words, in the same household you will most likely have all different charger plugs, so when you run out there is no chance to use someone else's charger. Logical, no! Frustrating, yes!

- Insert as many telephone numbers into your phone list as possible. Hard time remembering numbers? Well this is the ideal solution. An average phone can hold hundreds of phone numbers and much more data. For the more techno-savvy users, there are simple ways to upload phone numbers and addresses from your computer onto your phone. Never a chance to forget someone's number, address or even birthday. A great opportunity to show how considerate you are!
- Ok, you got that super cool new device and you want to use it, share it, and play with it. Be sure to remember what the tariff is for each voice call, text message and data session. Not to discourage you, but we tend to use more than we anticipate and that first bill can be a shocker. After that, most have learned that they either should call less or just get a higher bundle.
- Using prepaid, check the tariff you pay and for text messages also

- Prepaid has a great safety mechanism one needs to back credit first, but once that credit is depleted, it is the end of the fun. Either reload/refill or wait until the next allowance or paycheck comes in. Check really well on the number of minutes that you get and the tariff that you pay. While thirty dollars might seem like a lot, it is depleted sooner than you think. Refilling is pretty easy; just keep count of how many times you spent per month refilling. In the end, a contract might work out cheaper.
- When going abroad, inform yourself about foreign rates; they can be higher than a gourmet meal at a fancy restaurant. So on your next trip to Mexico, Europe or elsewhere, make sure what it will cost when you let your friends and family know what you are up to. Text messaging can be a much cheaper solution. And don't forget that even listening to your voicemail can be a pretty darned expensive exercise! Perhaps trade in that extra ice-cream for a voicemail session?
- Do not store your cell phone in places where you might forget it, crush it, sit on it, drip on it or lose it. Sounds pretty simple eh? Even the most advanced users make the mistake by leaving it in their back pocket while sitting down or running for the streetcar. The design, unfortunately, is such that it is a little bit shock resistant. Let me repeat that- a little. The screen

doesn’t fancy a good beating too much, nor do they share an appetite for a bit of asphalt. Batteries seem to enjoy the more dramatic approach of falling apart when touching a hard object at an unexpected speed. Luckily these energy drama queens can be easily inserted back into the device.

- Make sure you keep the puck code the one that allows you to unlock your phone when you have typed the wrong pin number three times.
- In the list of numbers to remember, this would be number four. However, very few persons will even try to store this bit of data in their head. Just store it in a safe location where you will remember it. Especially in the very beginning, it is a common error to type in the wrong code. And it is pretty annoying when the cell phone locks itself. Then you have to go through the whole ritual of calling your service provider explaining the situation, passing the security questions such as “what was the middle name of your last cat” and so on. Enjoy!

- Do not get too annoyed when you received a ‘recycled’ number. See also chapter 23. These are the telephone numbers of people who got a new number. Their old is being ‘recycled’, meaning inserted back into the pool of vacant numbers. Since this process can go very rapidly, the old number

might still be in the phone list of many of that person's social network. When they press dial, they expect to get their friend and not you. So don't be discouraged. It happens to the best of us. Besides, with a bit of luck you will get some awesome voicemails or invitations to parties.

Veteran users

When you have lost count of how many devices you have had, you most likely know perfectly what your device is capable of, easily managing the functionalities. Well that is what the marketers and developers tend to think. So they jam in an order for thirty something features while most users never get further than the basic four elements of their cell phone, calling, text messages, voicemail and storage of their telephone numbers.

Other functionalities enjoyed are the alarm clock, simple games to kill time and the personalized ring tone. (More in chapter 12 about this Nobel prizewinning 'legitimate assault & irritation invention').

Expert users will be familiar with terms such as synchronization to their outlook, downloading of games, songs, clips, exchange of pictures and movies filmed with

their phone camera, modem capacity, mobile internet, video and mobile TV just to name a few.

However, let me get back to the first timers.

Remember the brochure, catalogue, and user manual that came with your phone?

This little bible has more options than your car? Did you read each and every page or did you trust the sermon of the sales person? What to do now, where to start, what is the ambition and goal? Don't worry. In chapter 5 we will do some mobile user profiling to see where you fit in.

Needless to say, your device will be one of the countless models that come out each year. So are you unique to own your particular cell phone? Nope, and it can be backed up with numbers! To amaze you, what do you think of these mind-blowing statistics in the next chapter?

Chapter 3. Impressive track record, The BIG numbers

Industry news from Nokia[1], you know the Scandinavian phone manufacturer; you most likely have one of their devices.

- There were about **90 million units of convergence devices** shipped last year and Nokia has almost 50% market share worldwide. It is expected that there will be 250 million units sold in 2008.
- Nokia is the largest manufacturer of "pocket computers" (or "multimedia computers" according to Nokia) by selling **40 million units** in 2006
- Nokia had **36% market share of cell phone** in the third quarter of 2006, almost twice that of Motorola.
- There are currently **850 million people** that have a Nokia in their hands. No other electronic company has ever had such a large customer base.
- 15 years ago, one of every 250 people used a cell phone. Now, **1 in every 3 people** uses a cell phone.
- The number of mobile subscribers is expected to surpass **3 billion** this year.

[1] *Source: Nokia CEO's web cast Jan 2007 speech, Olli-Pekka Kallasvuo (OPK).*

Industry news from Motorola2, whose phone you may have used.

- There are more than **25 mobile devices sold per second** these days.
- We have **2 billion cell phone subscribers**.
- It took 20 years to get the first billion cell phone subscribers. It took 3 years to get the second billion. It is estimated, that it will take **2 years to get the third billion**.
- There are about **40 million new cell phone connections** every month. Over 6 million new subscribers are from India. Over 5 million new subscribers are from China
- 80% of people in Japan sleep with their cell phones switched on.

More cell phones than people

It seems like an odd story, but several countries, especially in Europe, have more cell phones than people. Since subscription costs are declining and more companies are providing their employees with a device, more and more cell phones are added to the total.

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[2] *From: http://mobile.antonypranata.com. Some Numbers from Motorola's CEO, Ed Zander's speech at CES (Communication Economy Strategy) 2007;*

The reasons are simple; people who have two phones one strictly for business and the other strictly personal. With the various special offers on prepaid cards, many like to take advantage of the very low rates and will buy a prepaid card beside to their regular phone. The hassle is that you will have a different number and not all friends will recognize your new temporary number. The advantage is that you will be calling for half the tariff.

And who or what else has contributed to this cell phone and SIM card increase? Wireless Internet is one, you know those wireless cards on the side of your laptop; they contain a regular SIM card. That card is exactly the same as in your cell phone and that is why cell phones can be used as a wireless modem as well. When you have never tried that option before, make sure that you do know what the data transfer rate is on your contract; otherwise it can be a costly experience. The latest development is the usage of SIM cards in devices such as gas meters and vending machines that will ‘call’ head office to tell them their meter numbers or to inform how much merchandise is left.

SIM penetration

There are a number of countries that are reaching more than 100% SIM penetration. Don't worry; nothing scary or unorthodox! SIM penetration means the number of SIMs (Subscriber Identification Module, a.k.a., that little piece of plastic with copper plate which you have in your phone) divided by the number of inhabitants.

In a few years time, the prediction is that there will be more cell phones than people on this planet! Planet of the SIMs!

Cell phones are everywhere. The life expectancy tends to be more or less three years and newer models and more intensive usage under all conditions wears these little machines out rapidly. By now there are 'graveyards' for cell phones.

Recycling

Did you know that already in the UK 90 million phones are gathering dust? Luckily the student mobile service, DotMobile, has an initiative that gives students cash for each trade-in of old handsets. The estimated percentage of recycled handsets in the UK is currently a slim 5%.

In Australia, there is an official recycling program called the 'mobilemunster'. The numbers speak for themselves. Volumes collected from 1999 to Nov 2006 - 402 tons of cell phones, handsets, batteries and accessories. This is equal to over 2.3 million batteries and handsets (including 630,000 handsets and 1.68 million batteries) plus 210 tons of accessories.

To stay with the Australians, what do they do with their old cell phones?[3]

52% of Australians keep their old cell phones whether working or not

23% give away their old cell phones either to family or friends

5% throw them out

4% of people have lost or had their cell phone stolen

3% recycle them

4% said it was still in use

4% traded it

1% donated it to charity

There are so many cell phones, with numbers growing, and there seems nothing stopping this flood of devices into our lives. Will it ever stop? At this moment, the

[3] *Independent market research undertaken in March 05 on cell phone ownership, use and behaviours and repeated in March 06 by Ipsos.*

answer seems to be “no”; it will not stop and it will become even more intense and more intertwined with our lives.

The strategic plans from the largest operators are all aiming at a more intense cooperation with other enterprises. The technology is progressing and is being heavily invested in to accommodate more functions and user groups. The cell phone is becoming more integrated into our daily lives and activities and will allow more possibilities for users and enterprises.

A pretty good idea to recycle cell phones; however, it is something we have not been familiarized with yet. Most electronic devices are being dumped once they stop working. Or for those hamsters among us, we place them in the garage or basement to fix on ‘a rainy day’, a missed opportunity to recycle and get the devices back into use or into programs where they can be properly dismantled.

Since we are getting more used to recycling many different products, the cell phone is just another one to be added. Think about the number of people in your household with a device, and everyone will replace those devices within three

years. Within six years time you will have enough devices scattered about to start a small local area network.

Recycling should become a normal step in the many recycling programs for paper, glass and chemical waste. Across the globe, new initiatives are being set up by private and government organizations to improve the handset recycling. So check your drawers and bring those old devices to the appropriate recycling location. It might even bring you some cash.

Chapter 4. Fancy technological glory or do we prefer the basics?

There are endless possibilities with the cell phone but, just like our DVD player and computer (and our brain but that is a different story), we underutilize their full capacity. We probably use only 7% of the total capacity. The rest remains dormant and will probably stay that way when it is discarded. Large portions of cell phone users use the device for its primary function - to call or to be called.

So what to make of all these functions? Let's have a closer look at some key features and use the old fashioned and widely understood categorization of 'Great' and 'Sucks'. Some aspects will be experienced by one user as 'super' while others will get irritated just looking at it.

What are the basics needed for a cell phone to serve its primary function and what are the downsides of these features?

Great	Sucks
Large screen. Good to see!	You constantly have to wipe off your

	excess ear wax or sweat from the screen.
Small buttons, small device, lightweight. Ideal to carry.	Buttons designed for miniature people, or children of 1 or 2. For any person above 3 it is impossible to dial a number with your finger without pressing 4 numbers at the same time. So we develop abnormal pushing behavior by using the tips of our fingers, creating pains where we never had them.
Small battery, nice and light, easy to carry	Device runs out of power before you know it. Improved life, but why do we always have to worry about bringing our chargers? Plus why does almost each model come

	with a different charger head?/plug? So we can never use someone else's charger when we forget ours?
Express button Easy access	Ever had the experience of receiving a pocket call? You listen to someone's body rubbing against their phone not knowing that the express button started to dial your number! And preferably repeats this about 15 times. (Tip: when your first or last name starts with an A ask your friends to insert for the first two numbers in their contact list bogus names. E.g. AAAAA and AAABB.) This way these names will be called instead of your name being on the hotspot….
Accessories, protective case, ear plugs,	One size fits not all, just one, and can

personalized front. Your phone your style.	never be used for anything else, so the collection of weird looking leather tubes with clip is not of added value to any collection. The headset works for a day or two, then breaks down and replacement costs are excessively high. Oh yes, the plug is so unique that you can only buy the original, when still available…Good luck!
Clamp shell design, beautiful, handy.	The first models were the size of a fat wallet; luckily the newer ones are better and thinner. However when they are so vulnerable, you drop them (especially when open) they are gone or seriously damaged. They like to eat dust or whatever is in your pocket.

Camera express button ideal when you quickly want or need to take a picture to share the fun and moment with your friends	Ever seen a picture of the inside of your ear? Well, with the express button being on the side of the device, it is very easily pressed when holding the device to your ear.
Games are cool and a great way to kill time.	Games are boring and lame. Besides the buttons are not designed for some fanatic playing. Before you know it, they start malfunctioning or give it up altogether.

Chapter 5. The origin of species

To understand the behavior of animals, we go out in nature and observe them, identify behavioral patterns and so on. Depending on the animal, it is a dangerous exercise or a relaxing safari. Through his methodology, we get a better insight into a species past, current and future. So why not do the same for cell phone users. To identify where one belongs in this mobile zoo, we created a guide to spot the species in the wild and the domesticated ones. Based on numerous hours of observation, intelligent research and many cups of strong coffee, we have formatted the quick spot guide.

What type of cell phone user do you recognize around you? This is called cell phoner profiling; this profiling allows you to recognize where people fit in even yourself. Accompanied in this quick guide are the symbols or, let's say, external characteristics that will underline the identified type. The provided keywords are swift identifiers in case one needs to do a quick on-the-spot assessment. Just as an explorers guide in the bush, we have provided a strict guideline on what to do and what not to do. We cannot be held responsible for any unexpected behavior

of the observed subjects. Only when considered safe, one can deviate from the guideline and experiment, at one's own risk of course, and we would love to receive that feedback (either by yourself or those executing your will)!

The intensity of the observed cell phone users' response may vary in strength, but with proper caution you will be able to explore this special creature!

First person

The ring multi nervosa but not founda homo sapiens

Identifier Very clear signs of stress, tapping at pockets, purse, bags, looking frantically "where is my phone"?

Symbols Sweat, red face, big eyes, murmuring curse words. Quickly opening up every zipper, looking, and not caring about properly restoring the mess left behind.

Key words Stress, anxiety.

To do Keep safe distance, let person look for desired phone object and if too late (the ringing stopped), a friendly nod acknowledging the hassle.

Not to do Enter persons' private space within 20 cm, leaving no room for the 'social' preferable distance of at least one meter. Ask totally irrelevant questions. Try to sell a newspaper, Girl Scout cookies or other unwanted stuff.

Second person

The multi communicato homo sapiens

Identifier So used to talking on cell phone that scalp has balding spots around the phone ear. Accustomed to be on the cell phone all the time. Has a routine and elegance of answering the device as a trained athlete.

Symbols Has sixth sense for phone ringing and vibrating sound almost 'feels' when people are calling or going to do so. Despite this unique

capability or gift, checks every two minutes for missed calls or received messages. Knows very well OR very poorly how to socially behave when on the phone (improvement after this book hopefully).

To do When trying to get this persons' attention as a friend or family member, phone him (or her), text him and try chatting as well, even when being in close proximity. When nothing works, just look him in the eyes or poke a finger in the other ear.

Not to do Bring him to an underground bar or location. No coverage in these places, so silence, not being reachable. This stage of anxiety can only be held for a maximum of 30 minutes before their panic breaks. Take them spelunking for a fun diversion.

Key words Routine, elegance, second nature.

Third person

The phone silentium homo sapiens

Identifier	Has a phone but is hardly ever being called and really wants to be contacted. (Either bored, desperate, waiting for a call, wants to impress, realizes nobody knows his/her number).
Symbols	Checks every minute to see if somebody has called, is calling or texting. Clear signs of annoyance. Jealous when other person receives a call or message.
Key words	Annoyance, impatience, nervousness.
To do	Bring phone regularly to your ear and start loud fake conversation. Send SMS to some friends with wild gossip knowing that they will call you back immediately; make sure sound volume is on loud.
Not to do	Make conversation and tell him that maybe the network is down or that something is wrong with his phone. Start a discussion on social indicators of peoples' popularity in relation to number of received calls.

Fourth person

The phona nihilistas homo sapiens

Identifier Almost never uses his (or her) cell phone. Often doesn't know how it works and needs to listen closely to make certain it is his phone that is ringing. Needs to put his reading glasses on, read the screen to see who is calling and then when this whole tedious process is finished, tries to answer the call, which is too late. Three minutes later the same process starts all over again.

Most likely wonders what the little envelope is doing on the screen. SMS is a foreign word.

Symbols Person looks like "I am touching a foreign object that I received from my close family/relatives without asking for it but I have no choice now".

Key words Relaxed, naive ‘now what does this button do’-curiosity.

To do If you are related to this individual, take him (or her) by the hand and give him a crash course on the basic functions so the next time you try to call or text him, he actually understands what to do without ignoring your calls or text messages.

Not to do Give him the latest device with lots of features and a very thick manual and then leave the room. Never explain where to find the settings on the device. Before you know it, he will have totally disabled the entire phone and you will be the one having to sort out why on earth the device is completely kaput.

Fifth person

The homo ludens junioras

Identifier Has a solid focus on his/her device. Seems to be doing everything else besides calling. Has a separate device for everything;

checking email, watching television, playing a game, MSN, chatting or watching pictures taken during last nights' karaoke party. When calling can spend hours on the phone. Topics: people and everything else mundane, offers an endless source for keeping the conversation going.

Symbols — Young person, below 22, spends most money and time on mobile device. Has thumbs and fingers that can maneuver with the speed of light over the miniature buttons.

Key words — Don't bother I am busy, professionally ultra relaxed, game.

To do — Do not disturb unless wanting to do so. Only intervene for necessary human interactions like having dinner or a conversation. When this gets too much for you as a parent, lock the device up in a safe and see how your offspring behaves under stress. Great free experiment.

Not to do	Engage in a conversation while he/she is busy; you will experience upfront and personal the feeling of being ignored. Raising the voice or shouting has no effect; first check if ears are plugged with earphones from phone or iPod. Invite him for a long classical concert. Come on parent! This is the age of data-teens. It makes you, in your youth, with your Beatles LP's or Walkman look prehistoric...

When you have any new suggestions or categories you missed we are keen to hear them. Creationist and evolutionary views are both accepted.

Chapter 6. How to take a call, the 3-step rocket.

It sounds so basic to take a call and in a lot of cases it should be. Nonetheless, users have the capacity to deviate and start to develop their own whole unique interpretation. Of course, this is fine and will allow great amusement to the general public, so don't change. However, for those who would like to get some basic hands-on rules, we have laid it out plain and simple.

The three step rocket, easily remembered by the first letters RAT.

An event happens; this is followed by a choice on action and finally the action or decision.

1. Ring
2. Act; answer (or do not answer)
3. Terminate

Hence the RAT abbreviation, related to the animal or the suggestion of the behavioral aspect. But let us stick to technology and leave the discussion to the biologist. We will explain each letter in three simple steps.

Followed by these beautiful simplistic steps are some rules. What?! Yes, rules. In this book we try to expose some steps toward a more enjoyable social environment. Etiquette it is. These rules are suggestions; give them a try and see what response you receive.

Step 1. Ring

“Ring” means the sounds of your ring tone, vibration of the device, light flickering or any other feature that tells you somebody is trying to reach you. It can even evolve to the extent that you have bystanders yelling in your ear that your phone is ringing. Take out the plug of your iPod and pick up or think about step two.

Rule 1.

No matter where you are (more about this in chapter 7. Location, location, location), make sure that the setup of your device will allow you to notice that (a) it is YOU being called, (b) you hear, notice you are being called, (c) with a volume that alarms you BUT not the rest of the world. It is YOUR call, remember.

Step 2. Act; answer or do not answer

You will not always be in an appropriate situation for answering a call. So for this second phase you can decide on the spot to answer; Yes or No. We will spare you the complicated psychological processes going on in the brains of each individual's decision circuit. To act or not to act, that is the question.

Rule 2a.

When answering

Check who is calling (when calling identification is on of course) and answer. When in a public space or other collective social environment, don't wait until the phone has rung ten times. Either you answer or you don't, especially when you know the person who is trying to contact you.

Check the appropriateness of the environment before you answer the call. For instance, you might not want to share the content of your latest full physical explained by your doctor with the rest of the restaurant or with your hot date.

Answer with a volume that is appropriate and socially desirable for the location. Use your common sense and good taste to judge what volume would be appropriate. When being educated and equipped with some sort of social antenna, you should be able to score pretty good on the social aptitude meter.

Too noisy? Don’t raise your voice; go where it is less noisy or answer your call briefly to say that you will call them back soon.

Rule 2b.

NOT answering

When your phone is turned on most of the time, you may not always be in the situation to answer. It may not be appropriate location or time to answer the call at the moment. Press terminate call swiftly so the ringing stops and doesn’t interfere with anybody else.

You should consider silencing the phone if the venue is not the kind of place to answer calls.

Step 3. Termination of a call.

For most, this is a straightforward action of closing the clamp shell phone or pushing the red, ‘terminate call’, button. However, there are creative individuals who can make each move appear as a pure and hard practiced piece of drama, especially with the clamp shell phones, alias flick-flacks. To open the device, the owner will toss it briskly and the device will open by the outward forces on its hinges. Closing can be done the same way but the reverse movement. The harder the clamps slam together, the harder the noise, and in their perception the more attention. This tends to be a more male idea to attract members of the opposite sex. Little study has been done to the effectiveness of the approach but it might be added to the list of ‘how not to get attention; a Latin American best seller by Mrs. Gonzales.

Psychologists might argue that it is reminiscent of the Middle Ages where noble men would dual with their swords or to more primitive times where animals would display their masculine power by the sizes of their antlers or other body parts. This is, however, just a cell phone; let’s not overdo it or get too excited.

Rule 3.

Place phone back into holder, handbag, or pocket. Don’t leave it on the table in front of you. Theft is one reason; politeness is a very important second. You are in a public, shared space - not your office or home. Can you imagine having an old-fashioned home phone next to your cappuccino on a terrace? The non communicative aspect of placing the device in front of you is intrusive to the interaction with your table partner.

Chapter 7. Location, Location, Location; cell phone étiquette

Location is everything; even realtors know that. Location means where you are physically located as well as the social environment where one is physically located at that specific time. The social environment is a beautiful concept that is often vastly misunderstood and its dimensions vastly underestimated. In the context of our cell phone usage, it is an important aspect to explore. Boring? No, just to be specific and have some educational aspect to it. Not fun? Well it never hurts to try.

Definition of the social environment sounds complicated so let's try to describe this baby. There are two words in social environment. The first is social and the second is environment according to Wikipedia.

In one broad meaning, "social" refers only to society as "a system of common life", but in another sense it contrasts specifically with "individual" and individualistic theories about society. This is reflected, for instance, in the different perspectives of liberalism and socialism on society and public affairs.

Social

The term "social" is used in many different senses, referring among other things to:

Attitudes, orientations or behaviors which take the interests, intentions or needs of other people into account (in contrast to anti-social behavior); common characteristics of people or descriptions of collectivities (social facts); relations between people (social relations) generally, or particular associations among people; interactions between people (social action); membership of a group of people or inclusion or belonging to a community of people; co-operation or co-operative characteristics between people; relations of (mutual) dependence; the public sector ("social sector") or the need for governance for the good of all contrasted with the private sector;

Ok, that is quite a mouthful. In laymen's terms we talk here about the interaction with other people. Now onto the second part, the environment.

Environment refers to a complex of surrounding circumstances, conditions, or influences in which a person or thing is situated or is subjected. So, the social environment is the culture in which an individual lives, and the people and

institutions with whom they interact. Simply put, it is the spot where you are and the immediate environment shared by other people. Especially important shared public spaces are those silent sanctuaries or places of performance (theatre, opera, movie theatre, house of parliament, churches, etc.) It extends to the inner boundaries of that space or auditorium. (Auditorium literally meaning a place where everybody can hear the person(s) talking).

Good, we got that out of the way and sorted out. Now let's explore these environments in relation to cell phone usage, be it desired or undesired. Some examples you might recognize from your own experience, either by having a raised blood pressure or that a caretaker/guide tapping you on the shoulder, and giving you the evil eye.

Let's look at 8 common environments

Home

In a single persons' household, of course, anyone can yap 24/7 and nobody will care. Well, your provider does care and enjoys it a lot by the large amounts of phone hours they will earn! Most people are smart enough to get Skype or any

other cheap calling alternative installed at home. Fixed lines are on the decline world wide; however, calling via the internet is increasing. The cost factor is very low and unparalleled to cell phone tariffs. However, you are not 24/7 online or behind a PC or Mac, so the cell phone is still the first or second most important communication device at home.

When living in a shared household with one or more people, consider the following question:

Am I involved in a social activity with other members of the household and is the nature of this activity of high importance? If yes, decide whether you can or cannot interrupt the social interaction. Within each household there is a (1) natural hierarchy the strongest, smartest, Alpha (fe)male and an (2) imposed hierarchy your parents, caregiver, dominant partner and so on. The chances of purposeful constant blatant interruptions are correlated with the relationship that you have with the other member(s) of the household. Let's not forget the personal ambition to move up or down that chain of hierarchy. But let's not overcomplicate things and stick to the basics. Just judge wisely and estimate your changes of reprimands or setbacks (socially, financially) and decline call.

On the opposite side, you might decide that this is your lucky break to hustle things up and irritate your roommates. For instance, during a boring discussion or game, take the call as an instant alibi to flee the scene. Don't forget to take your car keys on your way outside for 'better coverage'.

Of course there are gentler approaches when you need to take that call. Check if taking your call would interrupt the other(s). For instance, when your partner is reading a book or concentrating on studying, don't sit right next to him/her to have your conversation. In case you are so bored with your partner not paying attention to you, do talk and make sure you utter the words 'boring', 'will go out for a beer instead' and you might notice how quickly that call can improve your situation.

A short but serious etiquette summary: When you need privacy for your call, move to an area where: (1) you have coverage (2) where you are sure no curious ears are listening and (3) if necessary let the other calling party know that you are in the middle of something important (whatever that may be) and that you will call back later.

The office

It makes obvious sense that cell phones and offices are closely interlinked. Many offices provide cell phones to their personnel and it is a well established way to keep all communication lines open all the time. Communication is vital in business, to establish contact with all internal and external parties. There are even guidelines in many corporations on ‘reach ability’ of the employees. Such as the requirement to have your phone on during working hours or when someone leaves you a voicemail or text message to get back within 24 hours or the moment you are capable. (When your meeting finishes or when you board of the plane or other mode transit). Failure to do so create the impression that you are occupied in something other than work. And to be honest, especially with external meetings or trips abroad, the cell phone can be an annoying intrusion into your private plans.

On the other hand, when you have to attend an exhibition and you decide to go to the beach instead, it becomes problematic when the office calls and they hear the crushing waves, laughter of children and seagulls flying above. The trick of ‘I lost my device’ works once or twice, but after that you have to be more creative. At least try to not be too specific about your itinerary, specifying the entire

program from hour to hour. Any deviation to distant fun location will soon be noticed. Appreciated? Guess not.

So here again the environment check is extremely important. Let's go back to the office space itself and the aspect of taking a call. As defined in the three step RAT approach, try to find out who you are talking to once you pick up the call. Caller identification can be blocked, and having to communicate with a party whose conversation content could become very awkward needs to be prevented at all time. For instance taking the personal call of your drinking buddy during an important meeting, while he is shouting and repeating some of the words and phrases from last nights' boozing session. Yes, you can look apologetically around and whisper 'wrong number'. However most will already have judged that you might have a drinking problem, especially when you are the only one with sunglasses on in the boardroom and an extra large, extra strong coffee.

The busy office elevator at 08.00 a.m. is another great spot, especially when your doctor calls about your medical test after you have been partying a month in Thailand not a good one to share with the rest of the office. The secretaries will

love the gossip, no doubt, but before you have turned on your pc, the message will have spread on the office intranet and internet.

Last example will be the headhunter that calls while you are just having a chat with your manager. He has no idea you are checking the job market and the sudden extreme formality of your answers on the phone will certainly raise suspicion. Of course, most headhunters will first check whether they are calling at a good time. Unfortunately, not all of them follow these rules.

Another important aspect of your cell phone can be that it represents your lifeline to the outside world the place where there is a party or drinks and fun awaiting your presence. Trust me, not all offices are havens of delight or packed with and fresh challenges and bright management.

So some tips on how to have fun with your cell phone for you and your colleagues in the office at meetings or other sessions where you are obliged to be physically present but not active mentally involved.

Determine with your friends the good old ‘bull shit’ lingo for disguising a private call as a business one.

Difficult to follow? Let me give you an example.

When taking or placing a call, most people will do some eaves-dropping. To come across as serious and committed, you have to use the office lingo. However, in this case these words will have hidden meanings:

Client = girl or boy friend,

Customer = mistress,

Increasing market share = party,

Boosting corporate identity = you are in big trouble at home,

Guaranteed return on investment = he/she is an easy one to take home.

And so on. Any of these conversations will spark jealousy from your unknowing colleagues and boost your ‘promotional chances’ with your boss. Nobody will suspect anything and you can have a fun ‘office private call’.

Another great idea is the ‘under the table text-ing’, alias typing sms (short message service) messages without having to look on your phone dial pad. In a meeting you can text to a befriended colleague present in the same meeting funny, intelligent, additional remarks about the material that is being presented or the presenter without anybody noticing. When you receive a message, nobody bothers too much when you read it. The under the table ‘blind typing’ goes

unnoticed. Of course, don't try to make the other laugh too hard since that might raise suspicion of your involvement.

Planes

When traveling around the world, one will notice the wide disparity among rules and regulations for using cell phones in airplanes and around airports. North Korea is the most clear. No cell phones in the country.

The international differences are mainly based on the governmental guidelines and the risk assumption of cell phone usage in and around air aviation.

In the US, many airlines allow the use of cell phones on domestic flights before take off and when the plane lands. In the airport there are no restrictions besides the time when one is going through security checkpoints and customs.

The last mentioned areas are by no means locations to temper with local law enforcement, unless you like the 'good old search' through all your belongings and public tirade.

European airports are different in regards to cell phone usage. Most only allow calls when the plane has landed but some forbid any usage after landing until the seat belt sign has been switched off and the door is open.

Recent studies have indicated that there is little to no interference of cell phones with aircraft avionics. With dozens of phones being forgotten to be turned off on each flight every day, one may conclude that the impact is limited. The real kicker is the cell phone quest to search for a local base station once the plane has landed. In simple technical terms, a phone keeps constant contact with the local base station to notify that its user is there. The signal transmission happens automatically when you turn off your phone in place A. and turn it on again in place B. after your flight, your phone will start searching for the nearest and strongest base station. That station will need to determine what your city or country of origin is, with which provider you have a subscription and whether there is a roaming agreement[4] with your provider. The strongest signal party picks up your call. So quite a bit of information exchange happens the moment you turn on your phone. When everyone in the plane turns on their phones, there

[4] Roaming agreement is the term for the (inter)national agreement between cell phone operators to enable its users to be able to use their cell phone on each other network & territory.

will be a peak in traffic, let alone at very busy airports where each minute a plane lands and hundreds of phones are switched on.

These traffic peaks can cause congestion for the cell operators. Just notice the extended time it needs to get a signal on your phone next time when you leave a plane.

Let’s get back to the plane during the flight. Despite the fact that it may not interfere, the rules are clear no calling during the flight, so a necessary period of silence and some time to untangle from your cell phone addiction.

Now what if it becomes possible to use your cell phone on a plane? Convenient for some, great nuisance for others. Calling on a plane is prone to some eaves-dropping. There is little noise and your flight companions are close around you, even in business class. So there is a certain limit to the content of the calls that you might be willing to place, unless privacy is not an issue.

A tip of advice: When you leave your cell phone on in the plane, you have to realize that the device will keep on searching for a base station. This can drain your battery, especially on those long international flights.

Subway, Train, Bus

Any mode of public transport, especially above the ground (better signal), is the ideal spot to kill time and place a few calls, text some messages or just chill out by listening to music or playing a game on your phone, provided the situation allows it and you have enough privacy.

Find that sweet spot where you can have a ‘normal’ conversation. Any public space is a shared space. So no matter what you do, it will be seen, heard and observed by others. You might not care, but your fellow travel companions might, and vice versa when they are making their call. The public domain, especially for commuters, is an interesting spot to be in since each person needs to adjust to a lot of unwritten social laws. In each country, province or state even, check that your behavior is appropriate to that place. The massive differences between countries, cultures and local customs are too diverse to allocate a common directive. It takes little imagination to experience the difference of shouting into your phone in a busy downtown NY Manhattan subway versus a train coach in the middle of Alberta, Canada.

Timing or time of the day are good rules of measurement. In the middle of rush hour, be sensible and don't try to 'force' your conversation through the noisy carriage, filled with commuters. First of all, you can hardly hear the person you are talking to, let alone the fact that your conversation partner can barely hear what you are saying. Last but not least, not one person around you will quiet down or NOT listen to your call.

Restaurant

Needless to say, the type of restaurant you are in will have an influence on the 'shall or should I answer my phone here' question. Of course, applying common sense is essential, but let's just help you a bit by reviewing a few locations for fun and inspiration.

Types of restaurant

Most sports bars/restaurants enjoy noise levels consisting of the combined db (Decibel) output of 10 large plasma screens screaming the game and sports results with a murmur of drunken conversation topped with a hint of tingling beer

glasses. Even for the hardened truck driver, the noise level is above the average of what is acceptable for a normal conversation. What is a normal conversation? Good question; we will get back to you on that. To answer a cell phone in this environment will be a challenge for yourself and the receiving party. Most people in the bar will care less since they are not there for a quiet place, just the ambiance.

Fast food restaurant? No need to worry; this is a spot for quick in and out eating, meeting place for people of all walks of life, either in a hurry or killing some time at the fast food establishment. In the combined noise output there are screaming children, laughing lawyers, sonic youth and the bleeping of frying machines and cash registers. When one tries to place or receive a cell phone call in this environment? Good luck scrambling the bits of words into a real coherent conversation.

One word of advice. Don't keep on talking while ordering. Either you get the wrong food order in ten fold or the person behind the counter may accidentally drop a full glass of coke on you. Respect starts with yourself.

If you are still dedicated to get connected, be smart with your choice of seating area. Next to the kiddies corner is not a smart choice, unless you have the kid(s) for that day to watch, entertain and feed. A fast food restaurant will allow you to combine a few of these activities at the same time, so why not benefit yourself from that? Multi task and watch your crop disappear in the sea of colored balls and take the call at the same time. You might want to inform the party on the other side of your call where you are; otherwise your reputation of correct business person might get flanked when you suddenly shout ‘No Johnny take that ball out of your mouth’!

Fancy restaurants

Let’s also focus on the four star restaurants -the ones where they provide you with cutlery (non-plastic), table linen, candles that do not drip and a wine list that has more choice than red, white or beer. The general quiet character of the establishment automatically determines the noise that conversation dining produce. The music plays softly and the brusquest sound one will encounter will be the ‘clink clink’ of the fine crystal glasses. Barbarians. Without any children’s playground or plasma screen around, the entertainment is totally left to you and your partner/company. The shrill beeping noise of your cell phone ringing will

certainly get noticed by you and most of the tables around you. The embarrassment will be genuinely felt and the best action then is to hastily switch off the device or turn it on silent or vibration.

Some calls are important and, despite the fancy location, still need to be answered. For good manners and understanding, it will be helpful to inform your table companion(s) about an expected urgent and important call. They will understand the moment your phone vibrates that you will have to leave the table momentarily. With a steady tread, you walk to the lobby or other location where you can talk freely and take care of your business. When returning, a nod of the head to acknowledge the rudeness of the interruption and a few apologetic words and you are safe to continue with your fine dining.

However, we live in a disruptive age and the above display of mannerism is becoming a faint memory of old morals. The best top restaurants get visited by tribes of businessmen, lawyers, bankers, and so on, on a daily basis. The bill is a corporate expense and the event itself another luxury dinner with clients. It is then easy to get used to the subtleness of the environment and forget to respect it. While on a business lunch/dinner, we feel we can be loud and blunt since we pay for a service; our beautiful minds correlate that to the right to do whatever we

want. Shout, yell, curse use rude words, place cell phone calls, let the phone ring a number of times just because we (or our company) can afford these expenses. Wonderful what wealth can do. This type of behavior can be witnessed and, hopefully, dealt with carefully by the maitre de maison. Some restaurants have a clear ‘no phone’ policy, and provide a private booth where doors can be shut. Others have installed radio transmission blockers which disable any cell phone call within that area. (A technique used in theatres and cinemas as well). The old adage counts here as well respect your environment and act accordingly.

Foreign restaurants

Even in your own country you can step into a different world when you start to explore the delights of foreign kitchens. Here you will encounter local culture and customs, even with respect to cell phone usage. Some ‘locals’ might get really offended as your cell phone usage in their restaurant might be experienced as an insult; others might just want to offer you a better deal on your phone.

An unexpected advantage of cell phone usage in foreign restaurants where they might not have the same comprehension of the English language is that one can use their cell phone as a translation tool. For instance, you have a friend who

speaks fluent Greek so while ordering Greek food in Greece you just call your friend and let them talk to the waiter/waitress. (A) you will get no surprises, unless your friend is messing up your order on purpose, (B) you might get a better deal or discount, (C) the Greeks appreciate you having a Greek translator at hand (D) you will not spend all night on the toilet because of stomach cramps after eating oil drained goat bladder wrapped in grape leaves.

Cinema, theatre, play

The fine places where one can enjoy cultures and the arts are, by default, gathering places of crowds. Compare it to the Greek auditorium where people come to enjoy a performance. Already here the crowd/audience has gathered to focus on someone other than you, namely the artist(s) on stage.

This respect for the art and the artist(s), or should generate that simple aspect and respect of silence. Lights off, phone off. When you want to hear, watch, and admire someone's performance, you cannot sit with a cell phone on your ear. It is annoying for the people on stage, and those around you. Still trying to use your phone because you think nobody around you can hear you? Wrong. They can.

These places are designed to carry sounds easily and far, including your murmuring. If you are too important to turn it off, the advice would be, do not go to any stage performances; stay in your office/own space being un-miss able.

Places of worship

Despite the fact that it seems to be an obvious place where one should not be using their cell phone, please be reminded that many phones still ring during a service or when people are visiting a church/mosque/temple to pray. Of course there are signs up to indicate that usage of cell phones is prohibited, but one might as visitor or tourist just not register these signs. The building keeper could advise before the service starts to make sure all cell phones are turned off and have visitors properly warned.

When you enter a place of worship, respect the serenity of the place and its audience. Keep it on silent or turn it off. Too important to turn it off? Don’t enter, stay outside; your business is nobody else’s business. Let’s keep it that way.

During a service you are attending you can also have a little bit of distraction or fun to kill time when being bored. You might text to a friend a few benches away from you. Just make sure the people around you do not notice.

School/university

On the campus grounds and in the buildings, most cell phones can be used freely. Exceptions would be lectures in college rooms and during ceremonies. Locations such as a library. The basic rule for the library which is still going strong after 20 centuries is ‘be quiet!’ People are here for the books -not for your speech.

In college rooms and lectures, students are asked to turn off the sound and, or the device. The silent mode at least allows keeping connected for text messaging and email. You can use text messaging to communicate with your friends in and out of the lecture room. This doesn’t interrupt.

During exams the rules regarding cell phones have been adjusted in many places because it became the ideal way to check with friends on getting the answers on exam questions or exchange tips.

The SMS-text exam cheating has entered also to lower levels of education and at many high school kids were caught cheating that way. They would request to go to the bathroom and while there text to friends and request the answers. Those kids with more advanced devices as smart phones would just log on to the internet and Google to find the answer.

Even the cheating methods have changed. Remember when small notes were scribbled on pieces of paper easily retrieved from under a watch or hidden inside a pen? That cheat mechanism worked for years and for many generations of kids.

Now that all the notes can be easily stored and uploaded onto the device, the romance of paper is gone. Another great cheat future is when you want to pass on the content of the question to others, take close up pictures of the exam paper. These can be instantly sent to friends for their preparation. Teachers

beware. The re-use of the exam papers for years in a row as well as the controlling eye will need to be changed.

Last but not least, the teachers and lecturers sometimes find themselves back on the internet, filmed by the cell phone camera of a student, and provided with the students subjective comments. (Sometimes flattering, sometimes downright degrading, a new technological era exposing and antagonizing with little form of control.)

That was the last one on the list of the 8 most common places. However it is impossible to mention each and every single place individually. A rule of thumb seems to be applying to overall, common sense and adjustability to the local environment and custom.

Chapter 8. Cell phones and cars

The introduction of the cell phone quickly resulted in a function connected to the automobile. The first car phones were literally wired to the dashboard of the car. This however, did not enable the phone to be taken out of the car. Later cell phone developments allowed the wire-free devices. Since we spend a lot of time commuting in our vehicle, it seems the ideal spot to answer and place calls.

Driving in today's busy world and on our busy roads is an activity that needs the driver's undivided attention. Driving while on the phone has proven to be a bad combination. We do not just drive in the car. We look around, we smoke, drink coffee, watch the children in the back seat, change music channels or select CD's from the CD holder. Women even manage to apply make-up while driving. So how do accidents happen? Well, often driving in combination with any of the above activities. The cell phone, however, keeps us distracted and with more active involvement and often for a longer period of time.

Statistics about car accidents and the number of casualties related to ‘phone’ influenced driving have portrayed a grim picture; we cannot call and drive at the same time. Having a cell phone in one’s hand for calling or texting seems as lethal, if not more lethal, than drinking and driving.

The simple fact is that we get distracted by a call and forget to pay close attention to driving. The cell phone manages to appeal to our urges to answer or get in touch with the person calling. The more we get used to using our phone 24/7, the more we find it difficult to leave it ringing. Not being able to answer our phone seems to stress us out.

In Europe and many Asian countries, using cell phones while driving a vehicle is strictly prohibited. There are countries that totally prohibit the usage of a cell phone, even when installed in the car or by usage of a car kit; other countries are more lenient. In North America and most parts of Latin America, there are few to no rules of legislation on the use of cell phone while driving. They might just warn the drivers to keep focused while being on the phone in the car.

In several European countries, the law allows cell phone use only when a so-called car kit is installed or when people can call ‘hands free’. This technology allows you to have a conversation via the speakers of your car while the phone is in a cradle. The head set earplugs and blue tooth earplugs are elements that provide the hands free environment, two hands on the steering wheel, and minimal distraction from the phone. It has to be noted that studies have indicated that even the hands free environment is no guarantee for safer driving. The cell phone conversation itself seems to be the main safety problem and major element of distraction. And as we all know, the device does distract while operating any vehicle. Even when just walking on the street, pedestrians in major cities, who are on their cell phone get more involved in accidents and collisions with oncoming traffic than pedestrians who are not a phone. It seems like we enter into our bubble while on the phone and everything around us fades away. To be engaging in a phone conversation tends to restrict information, sounds and other impulses that alert the individual to oncoming traffic or a possible hazardous situation. So when on the phone while being in public and in busy traveled areas, keep a close eye on what is happening around or just stand still or sit down while you converse.

In France, legislation has been proposed to require a total ban on phone use in the automobile while driving. In Greece, there already is a ban on cell phones and even hands free usage while driving. Any foreigner driving in Greece would not even be able to do anything else but keep all senses wide open while being on the road. Driving is an art, especially in Athens.

Safety tips for cell phone and car driving:

On busy roads do not go on the shoulder of the road to take a call. Wait for the first exit for parking and stop your car there. Being on the shoulder of the road distracts other drivers and jeopardizes any cars in an emergency that needs to use the shoulder of the road, or blocks the way for emergency traffic such as police and ambulance.

When you have a lot of calls to make or receive while traveling in a car, dedicate a timeslot on your trip and use this time to park the car in a safe spot and exchange all conversations and messages then.

If you are in an emotional unstable situation or in distress, don't answer a call and perhaps don't even drive. A classic rule.

Some cell phone do's and don'ts in our common places "soft guidelines"

Let's look at the urgency of the call. Is it high, medium or low?

By high urgency, I mean those calls you need to pick up since they are crucial for you, your business on your relationship with others.

Let's give an example: you have a dinner meeting with an important client from out of town and he cannot find the venue and you are on standby to guide him/her to the location. If the simple fact is that it is important and you should position yourself in such a place in the restaurant that you can easily be recognized or move to the front lobby. And again, remember while waiting in the restaurant to adjust the signal volume to a vibrating sound or a very gentle beep. The rest of the environment in the restaurant will not be interrupted by your call, nor will they take offence when you leave with the phone to your ear.

Medium urgency are those situations where it will be urgent but not important or vice versa. You still want to answer that call. Example: You are in a meeting and your car dealer wants to check if they should order that one specific part to fix

your car. Take the call, excuse yourself and walk out of the room or deal with it quickly without disturbing the rest of the meeting.

A low urgency call is the non-urgent, un-important call that should not be answered in a 4 star restaurant. For example: your daughter phoning at 19.00 to tell you that Mr. Bunny Rabbit didn't eat his carrot. Not relevant, not urgent, not important; don't answer.

And for those who claim it is necessary to have this chat for the essential 'parent child bonding', my answer is 'what the heck are you doing in a restaurant if this relationship is so important?'

Rules to follow for formal gatherings

If you expect a call, mention it to your table host, meeting chairman, or company to prepare them for a sudden interruption in the social exchange.

In case you don't expect a call but need to be on standby, do exactly that. Stand by, let the cell phone vibrate and indicate to your table partners. All calls not related to high importance? Don't answer.

When answering the call, place your hand in front of your mouth and phone, allowing some privacy for the persons on the other side of the table.

You don't want them to be forced to shut up and stop all conversations since you have 'stepped out'. Never burden another party with your conversation. Notify them beforehand and when the conversation requires more privacy, move yourself to a more private area of the office or location where you are at.

Chapter 9. Smile! You are on camera

The camera on the cell phone has almost become a standard feature; the quality varies widely from extreme low pixel quality to high resolution mimicking digital camera quality. The low resolution will produce images where you will not be able to take good long distance pictures and generates a slightly blurred image.

The better cell phone camera allows decent quality pictures and usually features video application as well. These cell phones can be upgraded with extended memory, allowing massive data storage of the movie shot or pictures taken.

This simple feature enables millions to become instant photographers, moviemakers, witnesses and spies.

The fact that the camera is so smartly disguised into the cell phone means it that most of us still don't realize that an extra eye could be watching us. It is obvious that a picture is being taken when people hold their cell phone in front of them with the back towards you. It is less obvious when they seem to be text messaging, while in fact they are filming or taking pictures. Great when you want to take an anonymous shot, not so great when you do not want to be monitored or registered.

Police in Europe have urged people to hand over any phone pictures or video material that could lead to the arrest of criminals. (They address the public audience, with a cell phone camera, who might have captured a crime on their device. The creation through technology of the visual reporting live witness, on the spot, while the crime is being committed.)

The disadvantage of this technology is that museums, expositions, concerts all around the world do not allow cell phone use because of possible copyright infringements and image theft.

Another side effect is the combination of the taken picture or movie in conjunction with the Internet. There are a multitude of websites available that allow the display of cell phone movies shot in public and people watch or even buy these movies. Are you an unknown star featured in a clip or being stalked digitally? Be aware of the watching eye.

Then, of course, there are naughty boys and girls filming other boys and girls with their cameras, especially in the summertime, in bathrooms or on the beach.

What could be an innocent prank to one might be experienced as very offensive by another. There is no solution for this; a matter of caution and a watchful eye might prevent you from a possible uncomfortable portrayal to the public.

Some rules to observe while filming

- Do film where people are aware and are not offended.
- Make sure they agree on the sharing of the content among friends before uploading it onto YouTube for general consumption.
- Do not film where it is strictly forbidden (it could cost you your camera or worse).
- Do not film people or body parts without their consent.
- Do film where you witness an event that requires witnessing for legal reasons and do share this content with the appropriate officials.

Let's face it. There are 2 billion cell phones and some 500 million with camera and video capacity which means there are 500 million extra sets of eyes to protect your property and safety. And what gets caught on camera is a very

strong piece of evidence. Help yourself; help others. Safety is a concern for us all and with this simple device you have a powerful tool.

And remember, the camera serves most of all the purpose of fun, being able to take pictures of those special moments and sharing them with friends and family! Gone are the days where you would say ‘we should have brought a camera with us’.

Aspiration Camera (wo)man on location

Ever seen a movie star arriving in Japan? Or the funeral of Pope Jan Johannes Paulus II? People ‘paying their last respects’ didn’t watch with their eyes, they used their cell phone camera and digital cameras to register the event to preserve the moment to share with friends or family.

No matter where they are at a red carpet event, at a funeral profession of a head of state or at an amazing sports performance, they will be there live, never see it live, and themselves but through the pixeled image on their screen. How bizarre! Having the opportunity to personally witness world events and then registering it,

and just experience it via that tiny screen. Maybe they are more than aspiring cameramen and women; maybe they are live journalists for their circle of friends.

Many marketing firms have used this trend to let customers shoot pictures of what they like best or how they experienced a certain event (sponsored by that firm). The interesting aspect is, of course, that we can and do register more, we can store more data and we can share more information. This wealth of visual data will be stored and shared by the direct social group. However, once placed on a public board, it can and will be seen by people from all over the world. The simple addition of a camera to the cell phone has opened up a whole range of new opportunities. It is yours in the making.

Movie via the phone, no not watching, you are in it, NOW!

A brand new television show in The Netherlands, Europe, is called The Phone: you are in your own movie running and having to perform some tasks.

The Phone Series film people that receive assignments on their cell phone. What can participants expect? Well, it can be any random person in the country who happens to find the cell phone left in random places. How does it work? The

phone rings once, someone picks it up, and states ‘Hi we are from broadcasting station XYZ. Do you want to earn $30.000?’ Dial 1 to confirm.

The participants are being followed by a number of hidden cameras throughout the city. Once the participants join, they will get a microphone and a small camera attached to their bodies and they will be in control of their successful outcome.

The idea is based on the movie classic, ‘Die hard With a Vengeance’ (1995) where Bruce Willis and Samuel L. Jackson have to solve ‘riddles’ via the phone.

Also news broadcasting stations are picking up on the capacity of the cell phone; there are websites that allow any person on the street with a cell phone to shoot a pictures or video clip and post in on line. The way information is being gathered is changing through this available technology and it makes each cell phone holder a reporter, camera man or witness. News and information collection is by non-intended citizens; most just happen to be in the neighborhood where something happened. For the presentation of the news, there are various platforms where it can be displayed, professional and non-professional. News crews are picking up on the trend and invite citizens to send in their news collection. The editors will screen it for the usability first. Nonetheless, with

millions and millions of people on the street, they will be the first eyewitnesses of any event occurring and now they have the capacity to film it and upload it immediately. Every cell phone holder becomes a life witness while the event could just be in progress. No television crew can match that experience.

Even for the regular news broadcast, more and more footage from cell phones is used. With the current technological development, there are handsets available with the same capacity as a regular digital camera.

During some of the world shocking events, the use of the cell phone became obvious. Scenes from the war in Iraq, 9/11, and many other events were recorded by individuals filming it on their cell phones. Websites like Youtube have given a tremendous publicity push to the usage of the footage as well.

Chapter 10. Behave or Else…

Anti-cell phone-calling measures

Because of the substantial use of our cell phones, we will certainly irritate others. Hence this book etiquette for the mobile masses.

Just some random examples collected from news sources around the globe on how the cell phone is affecting people, places and politics.

From New York, Mr. Reeds (NYC councilman) wants to impose a law that fines people $50,00 for using cell phones in places where you are not allowed to use them. As was more subtly described in a New York newspaper, “it (this law) will be cheered by those who are tired of self absorbed yakkers who treat the world as their phone booth and jeered by those who believe government has better things to do than to regulate matters of etiquette”.

The cell phone has become a crucial work tool and as the use of this wireless technology increases, there are growing concerns about etiquette. Holding up lines at the coffee bar or pharmacy while wrapping up a phone conversation still

raises ire. “When cell phone use approaches 40 to 50% you begin to see etiquette setting in” (by spokesman of Nokia).

Of course there are the differences between cultures and countries. In Finland, where nearly 80% of the population carries a cell phone, people turn the phones off when entering restaurants or movie theaters without being told to do so[5].

PGA tour officials have banned cell phones at most professional golf tournaments.

In Hong Kong, the Office of Telecommunication plans to put phone jamming systems in public places. Hong Kong citizens have filed requests to the Office of the Telecommunications Authority for a mobile block in cinemas, restaurants and libraries. Signs in the Hong Kong Jockey club advise its visitors “phone off or membership off”.

[5] *Source: Dallas morning news, 2006*

Instead of banning and blocking, we can help to educate, like the MTN marketing manager in Swaziland which provides its new customers with basic cell phone etiquette.

Cell phones have a whole range of etiquette tools, including the on-off switch, the vibrate mode and voicemail.

Behave and beware, all data is being recorded

Your cell phone provider has all the data on your calling behavior (numbers of minutes called, number of messages sent, content of messages sent, oh yes!, amount of data being retrieved, your top 10 favorite numbers and so on). When you start to do some analysis and make correlations between this collective data, you can get a fair picture of someone's private situation. Phone providers need to store your usage data so they produce a bill that matches your call records. You do not want to pay too much or be billed for minutes or services not used. With that, however, all data is being stored and the behavioral pattern becomes obvious. When do you place most calls? To whom? How often do you text to

certain numbers? How many messages do you receive? E.g. receiving text messages from a private number late at night and on weekends while being at home might get your partner suspicious.

Big brother; Cell phone as monitoring devices

A group of MIT researchers handed out to hundreds of students and professors cell phones containing monitoring devices. The data collected incorporated the number of calls made and received as well as the proximity of participants to each other (based on Bluetooth[6] data) and the time registration when all these things happened.

On the basis of the data collected from this group of phone users, the researchers were able to predict with up to 85% accuracy certain actions that followed. For example, if the cell phone user placed a larger number of short

[6] From www.Bluetooth.com, Bluetooth technology is how cell phones, computers, and personal digital assistants (PDAs), not to mention a broad selection of other devices, can be easily interconnected using a short-range wireless connection. Using this technology, users can have all mobile and fixed computer devices be totally coordinated.

calls in a short time period, the conclusion could be drawn that he was hustling up friends to go out. Frequent calls to one number late in the evening usually meant calls to a spouse or partner.

Chapter 11. Cell phones and social interaction

The famous psychiatrist Jung once spoke about the ‘collective unconscious’ which refers to each individuals’ unconscious arising from shared instinct, common experience, and shared culture which is common to all human beings. How would he have related to the cell phone usage and social behavioral impact? No matter where you look in the world, the behavioral pattern appears rather similar.

Simple example: a person taking a call on his/her cell phone while being in a public space. The individual receiving the call will instantly grab for the device (provided they heard it go off), look at the screen to see who is calling or when in a hurry immediately pick up the call. Maybe a quick look around if the direct environment is safe or appropriate enough to start the conversation, the collective space now becoming an individual space within the collective.

This happens no matter where you are- in North or South America, Europe, Asia or Africa. This phenomenon is very new, but somehow we still act the same. ‘I am being called’ so I need to pick up the phone!’ Social implications in each culture are shared by the same technological device.

Nonetheless, our response and feelings can be different depending upon the person taking the call. From certain individuals or professionals we accept the fact that they should be able to be reachable 24/7 from other individuals we do not tolerate that same behavior. Why? It is the same thing, just picking up a call, right? Right! What does that mean for a participant in your direct and indirect environment and how to deal with it? Let's do a test and see what your behavioral score is.

(If you want to share any great examples, please let us know and mail them to us!)

Response and behavior, scenarios and options you would not dare to share

To keep things simple, let us assume some different scenarios. We include the players, the ringing phone and four options for behavioral response.

Scenario 1 Players: Parent child

Two people in a conversation, private environment. The parent is telling the 14 year old child a personal story, when the kid's phone rings; he picks it up without hesitation.

What would you, as a parent, do?

A. Immediately stop talking and move out of the room to yield privacy.
B. Try to finish your sentence then hang around, since there are no secrets in your family.
C. Look really annoyed before your child can even pick up the phone and say ‘we are talking right now, and I don’t want to be interrupted’
D. Finish your sentence and wait just 15 seconds since you do know that the call will be very short anyhow, your kid is into online PC chatting and talking on a phone is considered ‘old fashioned’.
E. Try to finish your talk, which doesn’t work since you have never had any dominance anyhow; look mad, sad and disappointed, which doesn’t work either since you never managed to bond with your offspring due to your busy job, then resort to the last mode: ‘set off the burglar alarm’.

Scenario 2 Players: Colleague to colleague (boss)

Six people in a meeting, a professional environment. The colleagues are in a meeting discussing an important and urgent topic. The stressed project team is

trying to give info to the department director, who should be paying his undivided attention, but he is just being called by his golf buddy for a fun weekend at the club; He answers the call…

What would you, as a team member, do?

A. Immediately stop talking and move out of the room to give the boss privacy.
B. Try to continue with the meeting knowing that your boss only needs half the story to get the full picture.
C. Use this call as a welcome break for a coffee, rest room visit, checking your (voice)mail messages, or just getting up to stretch your legs or do some push ups.
D. Participate in his conversation by listening very closely, laugh extra hard when your boss laughs, and exchange understanding looks with him and your fellow team members.
E. Use your own camera phone to film what is happening and send it off to the project sponsor, the CFO, and add some text, corporate social responsibility, leading by example and so on.

Scenario 3 Players: Supermarket cashier and customer

Two people, one putting his/her groceries on the conveyer belt, the store attendant is behind the cash register, and her phone rings and she picks it up.

What would you as a customer do?

A. Immediately stop adding your groceries on the belt. Put the basket on the ground and wait patiently until the cashier is finished.
B. Start pushing your product's barcode past the scanner. The technology is so simple that even you can do it.
C. Leave all the groceries on the belt and walk out of the store directly to the next competitor.
D. Pack all your groceries back into your basket, except for the Bulgarian yogurt, open up the pack and pour it onto the conveyer belt, then walk away.
E. Start loud shouting and simulate that you have the disease of 'Jules de la Tourette' (spontaneous cursing and yelling proficiencies).

Scenario 4 Players: Psychiatrist and patient

Two people in a therapeutic session- a private/professional environment. The psychiatrist is listening, the patient is lying on the sofa talking about some childhood trauma and the patient's phone rings.

What would you, as psychiatrist/professional, do?

A. *(you know the drill by now)* Immediately, stop listening and move out of the room to give privacy.
B. Actively listen to what is being said and take notes
C. Pick up the woodenhead sculpture of Freud from the pillar and whack the patient on the head with it, mutter something like 'now this is a real trauma'.
D. Hold your cool, wait for the patient to terminate the call, and then make sure you bill him double. When in a good mood add an extra hidden 'trauma' into the feedback session, allowing you a few weeks of extra work.
E. Get out of the room and unleash your German shepherd while you point to your patient room and whisper 'kitty' in his ear.

Now, do not expect to see here what the right or wrong answers are! Each individual will recognize that certain behavior will be more socially appropriate then others; then again, some are much more fun than others.

So without the guidance of classic behavioral theories we, as a society, have to find ways where we feel comfortable in dealing with the introduction of ringing cell phones in our environment. Keep ears and eyes open, don't be shy to enter in a dialogue, challenge belief and pursue the state of cell phone acceptance and preferably happiness.

Chapter 12. The Cell phone design and the human body intelligent design or evil plot?

Without getting into any religious theories, but the term 'intelligent design' came to my mind, the human body is a remarkable design and capable or doing extraordinary things so I guess that intelligent design is an appropriate term.

The next question that ponders my mind is, 'Which team of people have been involved with the design of the cell phone?' and can we still talk about intelligent design? The average model, weighs about 21 grams, is about 7 cm long and 3 cm wide. Sure, great design for the looks, but for the user not necessarily the

most convenient, let alone intelligent. Remember the average usage of the cell phone is increasing more text messages, more calls. Once we have a device we use it, once we use it; we use it more frequently. So it better be convenient. Hmmmm, no need for a gap analysis here maybe a nuisance analysis?

To name a few aspects when just trying to use a device:

Crampy buttons, hard to read screens and icons, hidden on and off buttons, dust collectors, exploding batteries and so on.

What do we, as intelligent people, do? We try to find a ‘work around’ in order to be able to use the device. We touch the buttons with our fingertips, nails or use the flat back of a pen. We get cramps doing so but just ignore it.

For me the essential question is, “who was involved with the design of the cell phone?” To answer that question I have tried to position myself on the other side of the table, the design committee versus the consumer. The design committee, I think, will have been recruited by a shrewd HR director with a dark mandate to gather a team of professionals who, with joint forces will be able to dream up a design that would rise above the ‘intelligent design’, the hyper design state. A state so advanced that you have no clue, as customer, what it does, why it does

it, let alone how it does it. Sound familiar? Ever tried each and every option on your cell, scrolled through the long list of options, pushed every button? Most likely you got lost in desperation and were happy to find the on/off button! Or call the help desk who advised you to ‘restore to factory settings’.

Let me introduce you to the members of the design committee, which I personally would consider as the ‘dream team’.

First dream team person is Dr. J.H.K.L Von Trockenbaum, a seasoned rheumatologist.

His vision for the design of a cell phone is that it should be a small design with a lot of tiny buttons that no average sized finger should be able to press one button at a time. This design ensures that after a long period of usage, a person will be guaranteed: damage to hand, wrists and preferable neck (read also his book “Hundred ways to a financial sound career in rheumatology”).

Second dream team person is Dr. P.I.L Darwin, Ph.D., psychologist and psychiatrist.

Her input has been based on numerous years of extensive group relation experiments and the cognitive factor of technology in the average household.

After her seventh failed marriage, Mrs. Darwin became a dedicated advocate of the technological affect on personal development. She brought in the design element of features and capacities of the cell phone that should be hyper addictive. Families would be torn apart by individualistic behavior, the cement between them being only the ground they shared while being connected to their friends, colleagues and lovers, all the time wireless. Invisibly connected, visibly disturbed.

Third person on the dream team is Mr. J. (Jack) Rockenfellow, Industrialist.

Jack is a classic industrialist and stems from a family with a large and rich history of commercial successes and expansion. Advancement not always according to the rules and regulations but in the Rockenfellow's spirit, it is the end result that counts and the 'not-guilty' verdict of any trial jury. Jack was eager to become a member since his nose sniffed the scent of a major market and massive financial opportunity. Jack formulated a few key criteria the cell phone design should adhere to, A. a device that every person wants craves, B. a device that can be added with lots of accessories, C. a device that is very fashion 'sensitive' and should have many follow ups with better and improved standards, D. appear to

be affordable. His suggested name ‘mass addictive technology’ didn’t pass the field marketing test.

The last and fourth person on the dream design team is Lady Hi-Wong, Global director of the Organ Donation Group San Francisco (ODGSF). Her wishes have been made clear from the very beginning; every cell phone user should not be able to read what is on his/her screen or have a proper audible reception when in public. The person trying to communicate will be too busy figuring out his phone and not pay attention to oncoming traffic, be it cars, street cars or other modes of transport. She was excited to read the statistics of the forecasted cell phone popularity and product uptake among youngsters. The term, fresh blood, gets a whole new meaning here.

The rest has become history. By now 1 in 5 persons around the globe has a cell phone, and the numbers are rapidly rising. Each person in the design team has seen his or her wishes fulfilled and hospital rooms fill up, relation therapist write worrying essays in the scientific magazines and the industrialist and the organ donation group have their first IPO of a joint venture later this year.

The consumer has become an addict of communication and an addict of connectivity with each and every person, their cell phone devices becoming part

of their life and family. Leaving home without the device by his/her side is like forgetting their wedding ring. Or worse; we get paranoid and feel lost and disconnected without it. The cell phone has become part of our daily lives and we need it more and more, as memory back up, as camera, as connection to our world and our different tribal groups. A new cult has been born and oh boy, do we love it.

Chapter 13. GPS, Global Positioning System or GPPS, Global Person Positioning System?

Since mankind has been capable of traveling, there has been a desperate need of marking one's position, whereabouts or destination. From planting a flag and marking a tree to sending messages and letters to say that you have arrived, a tradition that we still use to this very day; the means to inform other parties have increased and advanced. A message that all is well is very welcome and very comforting for those left behind, who are eager to know where you are. This beneficial feature of the cell phone is appreciated by almost all users.

The days are gone when a family member or friend would leave for a far away, remote and possibly hostile destination and one would only hear back days later about the trip and well being of the loved one. The fixed phone already was a dramatic step forward but it was not always available or working, especially abroad, and not always easy to understand where to find one, let alone get it to work. The cell phone improved this or solved this problem.

Since the introduction of the cell phone, the massive spread of the devices and its increased usage has made 'I am at my destination' message into a fanatic second-to-second update on the situation on location. The location is just a few minutes away; nonetheless it will be followed by a full update on the local weather report and all other sorts of non-relevant, non-interesting facts. I almost feel sorry for the receiving party. The cell phone becomes then a global (read mostly local) person positioning system.

So who are those world travelers? Let's look at some everyday-life examples as auditory voyeurs (people who secretly listen in while they observe you calling):

Commuters and travelers Types

Sporadic Flyers

This category of travelers gets anxious and excited about air travel and will listen, hopefully, to all the in flight rules and follow them up accordingly. The cabin crew is regarded as the teachers in charge. Phone off means phone off (when leaving their house). All electronic equipment will be shut down, even the light in the overhead cabin. When they reach their destination, they will only switch on their phone when arriving at their hotel. Prior to the call, there will be a lengthy

discussion with their partner about the horrendously high cost of mobile calling and the fear that the phone might not work.

Audio example: “Is it on? Yes, it is working. So we are here. All is fine. We have to go before it gets too expensive. Bye!”

Frequent flyers

No anxious feelings about travel for this group, more obnoxious because of their habit of ignoring all the rules, including the pilot's instructions about waiting until you are off the plane or landed, preferring to squeeze out that last call, text message or email when the stewardess is threatening to throw them off the plane before take off. Audio example: “Sure Tom, run me through the numbers. Make it quickly; we are taking off and the bloody noise of the engine might overpower my voice”

Commuters: Day to day travel, Public transport

Whether on the bus, streetcar or subway, we all know how fellow travelers use their cell phone to kill time during travel or to indicate their estimated time of

arrival. Nothing wrong with that; nonetheless, as innocent bystander you are treated to conversations, secrets, confessions or just plain boring teen talk.

An example of bored teens.

Typical teenager talk, from the perspective of a non-teenager.

Auditory example: “what’s up? Uh, uh, no not much happening here.

Where are you guys? The mall, ok, cool, what are you doing? Not much eh, just hang’ in, sweet, who is there with you? What?! She is there too! Hold on, I am on my way.

Those teenagers who are not so lucky in finding a friend to pick up the phone keep on checking who is out there, use the concept of mass mailing, send a thousand messages and get one or two responses. Distant friends become ‘one day fly’ friends, the response to the desperate, bored outcry.

Chapter 14. Cell phone character type casting

Which ones do you recognize and where do you fit in yourself?

People watching is a favorite pastime for those sitting on a patio or in a restaurant. Type casting is part of the observation does the appearance match what is real? We like to test ourselves on how we rate and where we could belong. To help you out, we have defined several cell phone types to see which ones you recognize and feel most connected to. The list probably can be extended with many, many more, but below is a short list.

Child of Freud

I Love You...I Love You, kisses, bye baby, love ya sweetheart.

Private conversations should be private; it is fantastic to share your love but don't spread it around too much to those not ready for that sweet type of talk at 08.00 am in the morning.

The Town Crier

Usually a male who likes to select a convenient central corner spot for himself, making it less convenient for the other pedestrians, to start his conversation. People from shops, offices and public transport almost stumble over him. He

doesn't notice while on the phone using gestures that would make an Italian jealous. Passerby might dive for cover or unfold their umbrellas to counter the mock attack. The town crier has a loud voice and has little subtlety in the public display and content of his conversation. Of you pass by or stand still for a few minutes, even several meters away, you will get the full story line of that moment and all the ins and outs, whether you like it or not. No wonder iPods have become so popular; they reduce the 'street noise'!

Mr. Big Shot

A dying breed, but still there. You would expect that these guys would know by now how not cool or 'en vogue' their boisterous cell phone behavior is. Without being sexist, this role tends to be fulfilled by males (any female examples are more than welcome, so send them in if you know any). The description of Mr. Big Shot is one of the man that made it, or the one that did not but doesn't want to admit it, the big shot who can afford to be rude, boisterous, loud and act like a donkey's ass and just doesn't care. He will use his cell phone any time any place any where, regardless of location. His territory is everywhere and when people object, the hell with them. Simple reasoning, simple minds.

More funny are those men who pretend they are, while not being, Mr. Big Shot.

There will be more emphasis in overdoing the loud factor. The calling behavior can become ridiculous, such as sharing in public important financial details or litigation matters. The content of the cell conversation becomes part of the image building. For that you need bystanders, read audience, and preferably in a hip but not loud environment, so your call can be shared and heard by many. A form of street theatre. Just sit back and enjoy. If you have any inside knowledge of the material, do not hesitate to address the loud fellow and offer your services as a genuine banker or lawyer.

The Time Machine

Do you remember the good old days when you could call a number for the accurate time some atom clock with an automated voice which could tell you on the second what time it was? Not that that was the real purpose of the call, nonetheless a cool experience. With the cell phone, there are individuals who like to copy that exact same machine, but then for their loved ones. In the train, subway or mode of transport they will indicate precisely how far they are away from their destination (most likely the other person on the line).

“I am now at subway station A, I am now at station B, only 3 minutes away. I'm exactly 2 minutes away. I'm exactly 1 minute away. I just arrived at the station. I

can see you. Hello can you see me, I am waving at you. No to your left, I said left, that is the other way. I am right next to you; I am tapping on your shoulder. That is not you, sorry for that, $^%, aaagh" [disconnected line].

Schoolteacher's classic

The woman on the phone speaking to her offspring and obviously not having the tightest grip on the situation. It starts innocently with the power of persuasion and collaboration. Soon the story line gets grimmer and shows signs of annoyance and irritation. "Now listen to me…", "No, you listen to me young man, you are in big trouble when I get home", "you what?! And how did that happen? Right, right and then it just fell." To the level of despair "I do not know what to say anymore, I am so disappointed". When you feel the need to comfort her, give her that understanding nod or just lend her your hockey stick.

Home callers

You are in a bar having a drink, maybe two. It gets later and you are having a great time. Then your phone rings and your partner starts asking those silly questions as "do you know what time it is?" In your funny mood you give the

exact time, which somehow seems to infuriate the other. Then “are you still out, where are you? In that %^& bar?” With the music in the back, the sounds of glass and the low mumbling of conversations, it is hard to deny where you are and claim it is the office. Tough call on what to best do. Of course it depends who is waiting; if the other party seems to have stronger cards you better move, otherwise the hangover starts before dawn.

Mr. Black hole

The person who tends to suffer from total memory loss when they are not connected to their cell phone or internet. All data is electronically stored but not mentally. All facts and figures cannot be recalled without a peek in the database, the mobile memory replacing their own also a form of cell division. Just be aware when going on a long trip into the bush/wild, there may not be electricity for a number of days. These people should be obliged to wear a name tag and a ‘return to sender’ address written large on the back of their shirt.

Miss Octopus

This is the type of power woman you might see in the car next to you in a traffic jam or running through the city street or office doing ten things at the same time.

Miss octopus multitask, can drive and talk while holding the phone strapped between her shoulder and ear, then applies make-up and smokes. This person can be observed running on heels, talking/shouting in their cell phone, holding a bottle of water in one hand and paper work or another electronic data device in the other, a bag under her arm and on her wrist several fancy shopping bags. Makes a man look bleak on multitasking.

Concert Calling

We have all seen them, no matter what performance, be it rock or classical, theatre or ballet, individuals who want to share 'live' the experience they are going through. They will call a friend or various friends and they will be able to join the concert by listening in. The quality might not be fantastic, but at least they get a hint. In rock concerts, informing your friends where you are is usually a toughie. "Can you hear this?!", while holding the device high in the air where the volume is enough to deafen a seagull in the sky. "Can you hear this? Yes, it is U2 playing!! What, I cannot hear you, send me a sms if you do!"

After two hours of trying, calling and texting, the concert is over and you might have been able to convince your friend that it really was U2.

Chapter 15. Dumber through cell phones, how stupid!

People with mobile phones, especially kids, have poor memories

A British research report concluded that people growing up in the 'wireless era' have difficulty remembering simple facts such as the so-called day-to-day facts. A quarter of the youngsters did not know what their home phone number was nor could they reproduce the birth dates of three of their friends and/or family members. Two thirds of these youngsters indicated that they fully depend on the storage capacity on their cell phone or electronic organizer. The next generation (the twenty some) already had less difficulty remembering more data. Absolute winners were people over 50; they had the best performance on remembering numbers and data.

Kids and parents; SMS to your own tribe

Despite being part of a family (the default scenario for most), we also belong to various sub groups. These groups will consist of friends, colleagues and school buddies whom we share something in common with. Doing Sports, working on a group activity, when the kid is not happy in one group he will never lose contact with the desired group. By using the cell phone we can keep on communicating.

The side effect is that we do not make real contact with the group we are present in. Location becomes merely a place of being rather than being actively part of it.

Especially for teenagers in puberty, the need to stay connected to their own ‘tribe’ is the strongest. It is the essence of being a part of various social groups with a single connection, the cell phone. It provides that instant extension to those who speak the same language or share the same thoughts and beliefs.

It is a great technological advantage of today’s youth, especially those in remote areas but also the suburbs and even the downtown core.

Death by SMS

How dumb can you get? This is more a rhetorical question and not so much a quest to explore. Our common sense, however, can be rudely pushed aside when we have to deal with two activities at the same time for instance, driving a car and attending to a cell phone that is beeping for attention. The beeping phone has the same impact as the cry of a newborn child in the back seat of a car on some people; it needs to be nurtured and fed instantly. A sadly striking example was that of a car accident that happened on the nation’s highway.

Under perfect weather conditions on a sunny day with little traffic on the road, a car plunged into a concrete barrier. Unfortunately, the occupant of the vehicle did not survive the impact, although the concrete barrier was ok. When the police investigated the accident, they were puzzled as to why this crash had occurred. The car showed no defect, no blown tires, no steering problems, nor were there any signs of sudden brake marks that could have indicated a possible hazardous situation on the road that the driver had to avoid.

Since the accident was witnessed by an oncoming vehicle, the time could be carefully estimated. What they did find out from the owner's BlackBerry was that she had just sent a text message to a party she was going to. Being distracted for a few seconds by typing a message on a small keyboard and screen was enough to let her car drift off the paved road. Death by SMS. Please be careful, Drinking and driving don't match, but using cell phones while driving don't either.

More in house fun; sleeping alone

Your gadget (not the baby) may be at fault of sleeping in bed alone; there are so many fascinating studies out there. The WCCO, an American broadcasting station, did a study on how families spend their nightly hours and what is

refraining them from spending it together as couples. Their conclusion was that more and more couples are not sleeping in the same bed, let alone in the same room. Of course, besides some obvious reasons as snoring, children and so on, another reason was the connection to the office and/or email and text messaging. The electronic gadgets form a golden handcuff (wireless of course) to your colleagues and friends but not to your partner. The 24/7 stream of communications also makes it difficult to relax, which results in fatigue or even burn-out.

In case you want to have that privacy, make sure you get the best device available and preferably one that continuously beeps or bleeps when you receive a new message. The fun is when the beep can be in voice format stating ‘you have 25 messages, all of which are marked urgent’. This would be your excuse to watch late night football, order some chicken wings or drink that extra beer.

Device detox-therapy; are we addicted? Yes.

Have you ever experienced that feeling of forgetting your cell phone at home, the office or in the hotel? Usually you will notice within five minutes, especially for the more experienced cell phone users. First the notion of “hmmm, it has been silent

for a couple of minutes no calls, messages or incoming mail. Let me check my….!@#$ my phone, I forgot my phone!" Then the first panic attack, the frantic search of each pocket of your clothing, double checking all pockets, then searching behind and under the car seat, followed by the rapid return to the last location where you have used it. With sweat on your forehead you find your device back, kiss it, and immediately check how much communication/messages you lost or missed during that era of neglect. The amazing thing is that we actually show real physical and neurological signs of distress. Various research studies have been done where participants were asked to abandon the usage of their cell phone for a number of days and weeks. The level of anxiety, stress and loneliness soared, we literally feel disconnected from our social environment. We need that constant lifeline to all that is happening around us to provide information and retrieve it. You could say that we have become addicted to our wireless devices, an information and/or connectivity obsession.

There are multiple tales and stories about BlackBerry addicts who have the extreme urge to check for emails every five seconds like a neurotic tic. No matter whether these people are at work, weekend or holiday, every few minutes morning, afternoon and evening, the quest for connectivity continues.

A smart hotelier in Chicago introduced a ‘cure’ or ‘treatment’ to deal with these BlackBerry addicts. The guest at his hotel could hand in their BlackBerry (voluntarily) and their device would be safely locked up in the safe. There are known statistics on the impact it had but surely a number of partners must have been very happy with the ‘toy of distraction’ being locked up, even if it was just during dinner that night. The initiative for this detox program was created out of the owner’s own cell phone addiction; his experience of leaving his device behind solid bars made him sleep and feel better, something each hotel guest would love to experience.

Chapter 16. Ring tones Mania

The famous and infamous ringtones mania, alias the wonders of delight and frustration regarding ringtones.

Anybody with a cell phone has the experience of playing around with the various tones that are available on their device. Nowadays the range of different and personalized ring tones is enormous. One can hear the most exotic tunes and combinations when being in public. While this can be fun for a while, the level of annoyance can creep in very rapidly, especially when particular ring tones are combined with a deafening volume that alerts even astronauts aboard their spaceship in orbit.

It all started very simple. On old handsets you had the very basic monophonic beeping sound, nevertheless very recognizable. There were three options and most users left it on the default setting, which was very confusing since the majority would have the same brand and the same ring tone. When it would ring you would see everyone grabbing for their device. The solution was more ring

tone options and richer, better and improved sound quality. Some phones had a wide range of ringtones which could to be downloaded for a fee. The personalization process was quickly adopted and many (young and/or playful) cell users loved the variation and the opportunity to distinguish oneself from the masses.

For the price of a double latte at Starbucks, one could get a ring tone resembling their favorite song, tune of a popular series or the sound of anything else this world has to offer, from chirping birds to screeching trains. The more the merrier and these downloads proved to be very popular where customers downloaded more than one onto their cell phones.

The variety of ring tones grew as well as the sound quality. Now it can ring, buzz, beep, sing and sound like a real artist. The latest devices are all equipped with polyphonic ring tones or even MP3 players, a jungle of sounds. When you want to do a random test, listen to the five people around you when their phone rings; the chance that they will have the same tone will be rather slim.

The difference in ring tones installed can tell a lot about the owner of the device, just as in nature where each animal has its own sound, or copies the sound of another animal just to appear more impressive. Let's have a closer look and discover another element of nature in us.

The 'I am loud and so is my phone' (TIALASIMP)

When this person's cell phone rings, the whole street and even connecting street will notice. Maximum volume and very funky, hip hop or other style songs will get your attention. The owner definitely enjoys listening to his own phone noise and will wait to pick it up until it has played for a while. Social awareness and sensitivity can be rated as low.

The 'I am being called, how do I turn it off' (TIABCHDITIO)

This is a person who might look like your (grand) parents answering their cell phone. First they get nervous when their cell phone rings and then they want to shut down the noise as soon as possible. Their inexperience with wireless devices refrains them from swift action. It is obvious they are uncomfortable with their new gadget.

The ‘I do know its annoying and that’s why I am going to let it ring another five times’ (TIDKIATWIGTLIRA-5-T)

A rare specimen but they are not extinct yet, despite desperate measures from several lobby groups. This person has the type of cell phone that most people have, the standard ring tone on the device which is recognized globally. When it rings in public, you will see a few bystanders grab for their phone. Always fun. Right. The only action one can take is to change their personal ring tone so they do not get confused when this annoyer is around.

The ‘I love the vibration on my phone’ (TILTVOMP)

The person that starts to look puzzled and then grabs for his (or her) pocket or purse and answers the call you never heard hence the vibration mode or who starts to smile and then picks up. The advantage of that is there is little disturbance on the environment.

There are, of course, side effects of having certain ringtones; the perception of those around you. What does the ring tone say about the user? Of course, we will recognize the youngsters who have funky hip, odd or funny ringtones. It fits their overall style and matches our perception. Just as with animals. Big animals

make big sounds and smaller ones tend to be quieter. Eyebrows do get raised when a decent looking business man in a suit tie and fancy leather shoes has Merlin Manson with his most vicious songs coming out of his device. Sure, music taste is personal but it tends to confuse us. Psychologists among us will have a better explanation for this. On the other side of the spectrum are the whimsy ring tones of water falls and butterflies which make their owner appear awkward. Sure, it's great to have certain passions but try not to share it via the loudspeaker of your phone in public. For instance, the quaking of ducks and the bleating of a donkey does irritate one much quicker, especially in a shared office environment.

Good vibrations alias the silent option

All modern cell phones have been equipped with the beauty of a silent option, the vibrating function. Ideal when you want to know that you are being called without having music played. This is a discrete way to let you know that you are receiving a call or text message. Great feature but there could be some side effects, where the noise or movement can be disruptive.

How to prevent embarrassing situations when using the vibration feature?

- do keep it in your pocket or bag and not on the dining table. With the vibrating energy and smooth table(linen) the device can jump down; it interacts very badly with hardwood floors, and worse with marble or stone.

- don't hide it in places that have public exposure

When standing in a packed subway shoulder to shoulder, the smooth humming and vibration will not be appreciated by the person you are leaning against.

- don't put it in places you can't handle it

When the cell phone starts rattling in your purse, people might get a bad association.

- don't leave it in your brief case in the train; when you go to the washroom and it starts buzzing, some "brain" might shout 'a bomb!' Before you return to your seat, you will be trampled over by frightened passengers or find your bag thrown out of the window.

- Don't put in on vibrate while on a date; let it beep so you don't get charged with sexual harassment.

New cell phones allow a different vibration for each caller- in other words, custom made vibrations. It is the same as assigning various ring tones to people in your phone directory. It is up to each individual to decide what vibration he would

enjoy when a certain person is calling so you know when your mother in law calls or when your partner or boss calls.

For theft, it would be ideal to build in a mechanism that would make the cell phone vibrate ferociously all the time, making it impossible to handle.

Volume

The delicate and sensitive microphone is not the hearing device of your deaf grandma. The volume can be set to proportions to suit the situation. Most phones are preprogrammed with a volume for outside, inside, meetings, and several other options.

A rule of thumb is to not try to (over)compensate for the noise around you. There will always be someone who will have a louder ring tone than you.

Self defense (how to react to imbecile cell phone users)

We explored the various opportunities to arm ourselves against the cell phone shocking behavior around us. Self defense and self respect is a healthy and normal aspect of life. We have summed up some creative and fun alternatives for self defense besides the common question as to whether people could turn it

down a little. This approach might work for some, but hey, there is little fun and creativity in that!

Here are some good ones when you encounter an individual with a loud cell phone next to you:

- Start shouting loud and hard for no apparent reason and in no particular direction and just “by accident” is close to the caller
- Initiate drumming session on any object you can find, preferably something hollow and metal
- If Irish, start a fight
- If Irish and in a bar, start group fight
- When in a moving vehicle, open up doors or windows (not recommended on airplanes)
- When controlling a driving vehicle, slam the brakes abruptly (after you have checked your mirrors and seat belt of course
- Try to allocate any piece of machinery that can produce lots of noise and turn it on
- Imitate the cough of death; if nobody reacts, start projectile vomiting, since nobody even bothered to help you in the first place

Chapter 17. Hierarchy of Maslow of mobile needs

Maslow was a famous sociologist, who made a model based on the needs of a human being. This model described roughly where we are in our life and development. It fits within the new context of the cell phone hierarchy of needs which we will discuss below. Don't worry nothing fancy or complicated!

The first phase is the physiological part, our basic need to survive.

Health, food, shelter and a working cell phone. Yes, we need good health, basically, to know that all body functions are working properly. Food is an important element to support good health since it fuels our bodies. Then there is sleep, essential in our life for the recovery of our body and mind. And last but not least, a cell phone. When in utter distress and down to the basic category of needs, a working cell phone would come in very handy.

Being stuck in a forest and having no clue where to go, then what does one do? Find some edible stuff around to maintain health and a place to sleep. With a cell phone, one might still have to take the previous steps but can certainly be helped much quicker out of this ordeal than without one. Proper cell coverage is essential; otherwise the food finding part becomes very essential.

The second phase is safety, by means of shelter and removal from danger. Sleeping in a cave is adventurous and wise but not without danger, since other animals might be occupying the same spot. The larger specimens especially tend to have a dominant character which one doesn't one to contest. The shelter part refers to a safe 'house', a safe place to stay. A cell phone can be added to this list. For safety purposes a cell phone allows you to contact 911 or alarm friends and family when you are in danger. Nothing more handy or convenient for contacting those who can help out.

The third phase is called Belonging, which contains elements such as love, affection and being part of a group. So, what does one do to be part of a group and share love and affection? Exactly, you guessed it right! The cell phone, which connects us 24/7, allows us to communicate and get connected with those we want to be and stay connected to. Fixed lines can do that as well but you just cannot carry them around everywhere. What to think of all the reason why people want a cell phone? To reach and be reached by those communities they are a part of.

Telephone companies notice a spike in call volume after working hours; say around five o'clock in the evening. The simple reason? These are all the employees calling to their loved ones and/or partners that they have finished work and are coming home. Ever checked who is the number one, two and three on your most called list? Partner is number one, mom or dad number two and best friend number three. When you have a dedicated work phone, you most likely will have allocated the favorite numbers to your best colleagues and not necessarily your boss or your best customers.

The fourth phase is of esteem, meaning self esteem and the esteem of others. So how to build respect to yourself and your environment. Believe it or not but some aspects of the first phase are linked to phase four. Building respect is an important process; grasping the concept is one of interaction with your environment. When yapping on a cell phone during a play and someone behind you gets annoyed, you have a few options to exercise the respect or esteem to yourself and others.

Option one: Do not look behind you but just give them the finger

Possible response: visit to family doctor for a broken middle finger, nasty side effect. Not respecting your environment puts stress on the medical system.

Option two: Look around, misjudge the ferocity of an old lady and the contents of her handbag, tell her to ‘go away’ but then in appropriate street language, and scramble for your teeth on the floor seconds later. Positive side effect, learn more about the assertiveness of old ladies and pay respect to them.

Option three: Turn off volume on phone and send a text message to the caller that you are not capable of taking the call and that you will get back to them in thirty minutes. Whisper sorry to any angry faces around you. Positive side effect: saved a lot of time and money not having to go to a family doctor or replacing your teeth.

The last phase is self actualization, achieving individual potential. The top of man’s kingdom; personal growth and getting the best out of yourself. The cell phone is the perfect tool to help aid us on this matter. Better and more communication, better connection possibilities, seizing opportunities otherwise untouched. Your number becomes you, time for a ‘golden number’, that is unique. For instance the ten digit cell number which spells your last name.

Not related to Maslow but still great for the popular psychology element:

The Top 10 “No No’s”

Wherever you are in public you run a big chance of unwanted eaves dropping, since you get exposed to conversation around you. The cell phone conversation can be annoying but can also be a fun way of exploring the different communication styles in people. Have you ever noticed how people say ‘no’? No? This is your chance! Behind each ‘no’ will be a story. Some are simple, some contain drama that resembles pure poetry. Since we cannot listen in to what the other party is saying, we are left to figure out from the ‘no’ given what is going on. Let’s take a look at the top ten ‘no’s’.

1. No!

Our guess: A marketing research firm is asking whether the person wants to have a ten minute interview on washing detergents. For Canadians, the predecessor would be ‘sorry’.

2. Yes, no, yes, no

Our guess: A fiancée is going through the names on her guest list of those who should and who should not be invited to a wedding.

3. NO! Period, no!

Our guess: Son calling his dad on a sunny day to ask if he can borrow his convertible, or already borrowed it and is checking on whether he would agree on a little ‘spin’.

4. No, no, no, no, no, no.

Our guess: a person talking to his contractor trying to explain what they have been doing in his house. Most likely it is not exactly matching his expectations.

5. No way, why, why me?

Our guess: the tax authority decided to single out a few individuals for a closer inspection and our caller is the lucky one.

6. You what? Are you kidding me? NO!

Our guess: this call is from an airline representative, asking whether this person minds to give up his business seat and transfer to coach on his 24-hour flight to Australia.

7. Nooooooooooooooooooooooooooooo.

Our guess: the feedback from a girlfriend to her best friend on how her last date was and what happened on Friday night after some super Martinis in the ultra club bar.

8. Nyet, nada, non, no.

Our guess: typical expatriate talking to his nanny asking her boss whether it is ok to invite a few friends over for a pool party.

9. Sure it don't mind that, of course you can do that, the answer remains NO.

Our guess: The realtor who is trying to sell your house wants to add a few fluffy items to make the house more presentable AND lower the price by 10%.

10. Yes, yes, yes, …….NO, do you think I am stupid?

Our guess: Another marketing call center that first appears to be a legitimate organization and runs through some personal data and then asks if you would like to join a timeshare plan in Columbia.

Chapter 18. "Guess what I'm doing?" (Including Public washrooms).

Just like the good old days share with everyone what is happening. Remember at childhood shouting at your mom or dad 'look, how I shovel, look how I swing, and so on and so on'. Now we are doing it again to our friends, colleagues and other people. We feel a need to inform or involve others in our activity, no matter how insignificant it may appear. Is it really the need to share what we are doing or are we curious what the others are doing so we call them? Are we bored with our own situation and make something up to break the spell of boredom? The cell phone has made it possible to get an instant audience for whatever and wherever we are. It allows one to get on center stage and make sure the audience pays attention. The camera on the phone will aid to visualize the event or location. Brilliant while on vacation or making a business trip, but in a lot of cases, less exciting.

Let's not get too philosophical about the 'what' they are doing and explore those areas that intrigue us on 'why they are doing that', with a focus on answering a cell phone or phoning from the washroom.

What is it with people answering their phone in the washroom? Is this an option to answer a phone whenever you desire to do so? Even when it is very important you can decide to take it elsewhere. The resonating sound of the bathroom is not the ideal place to talk anyway. Why would people still enjoy taking or placing a call when they should be focusing on the thing they want to or need to perform in there? What would Freud have answered or analyzed about this behavior? Since he is no longer with us and there were no cell phones in his age, we can only guess his response. And that is what we did.

Typical Freud toilet callers:

- Never wash my hands so I can answer my phone
    - sounds gross? Yes. Does it happen? A lot. Just check out an average guy coming out of the bathroom. Are his hands still a bit wet? So before you ask them to borrow their phone for a quick call, think again. Even research has shown that shared phones can be more contaminated with germs than a toilet seat.
- Love to hear that splash
    - you are on the phone and so far you had no idea where the other person is, until you heard that splash. And your brain tries to figure

out, ‘hey I have heard that before’, and tries to put that sound into context. Feel free to hang up.

- Ignore that fart and keep on talking
    - even when you are the one picking up the call while in progress with something else, you will need to remember the nature of our body. Besides it is not the most flattering of noises we can make; do you really want to share this with your speaking partner?
- Rlllllllll, the rolling of the toilet paper
    - So you try to pretend you are not in the washroom and then you make the error of yanking a piece of paper of the roll. The sound resonates between the metal walls, rlllllllllllllll. Try to explain that to the person on the other side.
- Flush, did I just hear a flush? Where you on the toilet?!
    - Been there, done that. You hear a flush while talking to a friend and you think you what? Where are you and what are you doing? The obvious rhetorical questions just come out of utter surprise. Dear friends, no unpleasant surprises!
- Crap, I just dropped my phone in the water

    - Ha! The common errors of judgment on the gravity pull while squatting. A phone in your pocket can be a beautiful loose object to go down and take the plunge. Luckily for the device, it usually is instant death. For the owner, it will be an interesting dilemma of retrieving the device and getting his hands soaked.
- Demand to help out since they ran out of toilet paper
    - A little lifesaver for man; women are smarter than that. The awkward moment where you get a call from a roommate or colleague to get over to the washroom and pass them a roll of paper. Friendship boundaries can be pushed this way.
- Hehehe you know what is written on this wall, was that your friend?
    - More of a teenager or student call, to give a live report on what is written on the wall. Not embarrassed about the activity and just share the instant fun of messages written on the wall. Usually the less delicate matters.

Our dear professor Freud would have been amused to see this new development and been capable of writing a whole new study about this. We like to keep it for

what it is and urge any desperate callers of nature to keep it on voicemail or silent as long as it needs to be.

Chapter 19. Ten Commandments of cell phone etiquette

In a book on cell phone etiquette, we cannot leave you without a few tips and tricks or hints on how to make a better world. Without being too biblical, some commandments would serve a purpose. Why? They are easy to remember and collectively help us get a better mutual understanding with one another while being in this cell phone craze society. Besides, commandments sound much cooler than fluffy guidelines. So my dear mobile friends, let's get started;

1. State your name when you answer your phone

When you were born, delivered by a nurse or found in a basket, you were given a name. Your own name is for most mortals the most beautiful thing to hear, a little egocentric but that is our nature. When we shake hands or greet a person, we state our name and hope that the other party will remember it. A name identifies and makes us who we are.

When we have to answer our phone we seem to forget all of that. Mentioning your own name becomes something scary, secret; we keep it to ourselves. So we pick up with a grunt 'yeh?', 'hi', or the shaky 'hello?' with a hesitant questioning mark flowing through the air as if you knocked on someone's door in

the middle of the night. Who could this possibly be? Who is asking for my attention? “Oh my gosh, I am scared!”

Get a grip and let’s get back to the simple commandment numbero uno: state your name, the other party then knows they got the right person on the line. And yes, it is your private number, belonging to you but that doesn’t mean that everybody knows your name attached to this number. Identification helps.

2. Talk clearly

For all those communicators out there, remember that when you are on the phone it is more difficult for the receiving party to hear you. First of all there is a device in between you and the other person, there are numerous background noises, and finally, the other person might be even in a noisier location. Talking clearly is essential to communicate properly. The sender – receiver module- encounters many elements of noise, so be aware.

3. Remove spit and ear wax when borrowing someone else’s phone

Borrowing someone else’s device is not the same as getting a rental car for spring break. When you are finished talking, especially after those long talks on a hot summer day clean the mouthpiece and the earpiece. Especially the phones

with a large screen, smart phones or BlackBerry, your personal residue will not be appreciated by the original owner.

4. Admit you are addicted to the cell phone

For those who have ever been to an AA meeting, know then that it starts by admitting to the addiction. Once you have embraced that concept, then you can better deal with it. Okay, this is of a less serious matter health wise (so far no real evidence yet on radiation), but it could definitely be a financial issue. This applies especially to contract owners. The love for using the cell phone has pushed a lot of unattentative users in debt. Heavily overspending time on the cell phone goes financially unnoticed until the bills arrive. Allow yourself a certain budget when you need a form of control. Some operators even offer services that will warn the customer when they are reaching their monthly limit; the customer can then choose to stop using the phone or use alternative sources. Sounds silly? It might be, but the truth is that more and more people run into financial troubles because their cell phone bill has spiked. It almost functions as a credit card; consume first and pay later.

5. Do not take your cell phone with you into the bathroom

There are times of the day that you want to have a few moments for yourself. The bathroom is one of those places where you can exercise that option. Sharing is a noble thing, but not necessary, especially in the bathroom. Refrain from calling, since it resonates horribly, and do not accept a call when someone just happens to try to reach you at that moment.

6. Do not think of your cell phone as holy

Yes, you can be addicted, and yes there are fabulous things possible with the cell phone. Nonetheless, it remains a piece of technology; it is not holy and should not be treated as such. Be able to get a distance from it once in a while; take it for what it is. Try the old fashioned social interaction again; chat with a neighbor or someone in line while waiting for a coffee. You might discover that talking to a live person actually still works.

7. Be aware of your social environment

You are part of a larger whole, be it your family, team, or others. All of this is 'you' in a larger environment, the place where you interact and exchange with other people. When your phone rings, do not step immediately into your own cocoon and forget everything else around you; you are still taking part in that

environment but not actively engaged. The rest of the world keeps on moving and will not sit pretty and tight waiting until you finish your call. Being aware of the bigger context helps the acceptance of cell phone calling in all public and private spaces.

8. When phoning or texting, do not forget the person or party you are with

When in company, there is the great interaction of people (provided that it is voluntary). The purpose of getting together is to share quality time in this fast moving world. Nothing is more violating and intruding than a phone call that disrupts that situation of togetherness, and companionship, or in plain English, a blunt insult to the person you are with at that moment. Think before you act. Is your call more important than the time spent with the other person?

9. Unless you work with the CIA, FBI, Mi6, remove your earpiece when you are not calling or being called

New gadgets formerly used by the secret service and astronauts intrigue us. However, let's not get carried away too far. The Bluetooth earpieces are handy and the design is hip. Depending upon the audience this accessory might give you more status, prestige and importance. Most of us are not thrilled to interact

with a person who has a blue light flickering out of their ear. It really distracts and you get nervous from the blinking light. Worst of all are those ear clip-people that easily accept a call half way through your conversation. The odd thing is is that you as a ‘life’ person lose the battle for attention.

10. When texting, use proper English words that each human understands

Sending a text message usually has the intention of informing the other person. Some people, however, got tired of creating whole sentences and found a way to mutilate the words to such an extent but the meaning somehow could still be understood. This is abbreviation in the extreme using, letters, numbers and symbols all mixed up. Some obvious ones were found to be funny and innovative for instance, the H5, (high five) or the, H R U, (how are you).

The result of this creative scrabbling is that not one word will be spelled correctly, let alone be understood. For the sender, a quick message sent; for the receiver, a hideous task to decipher what was meant. Lost in translation. Therefore, mes enfants please use only abbreviations. This saves a lot of time, agony and missed communication.

Chapter 20. Additional functions and feelings; Text shame

Remember that split second where you in all honesty decide to text your friend, colleague or boss? It could have been the alcohol from that after work party or something else. But now, that the response has been received you wish you had never pressed that send button.

A message directly to the person you want to address, easy simple, accessible 24/7. In a few seconds the text is there; just press send and all is done and delivered. Unfortunately, most phones (if not all) do not have a recall functionality. Once the message is sent, it cannot be retrieved. Well, destroying the receiver's phone might be one, but let's not consider that as a viable option.

Text shame is derived after those beautiful moments of truth, anger, frustration, love, clarity and so on. The text messages can be an instant gratification or valve to let out what you want to share with that other person, and before you realize what you have done, the message is on its way or already delivered. The shame is just part of the normal communication spiral and can be enforced or reduced by the response received.

Make your life easy. When encountering a strong urge to open up and share certain negative feelings, type the message and store it as a draft. Decide on a later moment to send it anyway or delete it forever. At least then you will know for sure what you want to do with it. The built in grace period allows some critical errors to be reduced before they can occur. Text shame; it is all in your hands.

Who needs a watch? Cell phone time will do.

Have you ever noticed the following trend of fewer men wearing watches? And in combination with this, when you approach a person at random and ask him/her what time it is, will they look at their watch or their phone?

This is a whole new feature, silly and simple, but very effective in replacing an expensive item. My watch has been gone for five years and it is a delight. Nothing bulky or heavy on the wrist, no batteries to replace or anything to take off before taking a shower. Cell phones are excellent watches and even have the functionality of automatic time change, so summer time and winter time is automatically adjusted. The same goes for international travel where the different time zones are already pre-installed. When arriving at the airport, one can choose the right country and set one's watch for the proper local time.

The alarm clock is just another extension of the watch functionality great for travel or just at home. It saves another device in the household. There is one or maybe two small drawbacks. When you are on international travel and your phone is your alarm clock, make sure you have a device that will switch on automatically; otherwise you have to leave it on all night and if you are lucky, someone from your home country will try to contact you, waking you up in the middle of the night.

Of course we don't want to discourage any person from wearing their nice expensive watches but see those devices as no more than an accessory or fashion statement adding to the person's overall image.

Tech savvy young women

Was it just something the newspaper said or plain gossip from our tech-lady friends? The story apparently goes that young women are all up to date on the technological capabilities of their cell phone for the so called 'enhancement of their lives'. When these super babes want to flirt, they will not call but, ok guys pay attention, send a text message. Well big deal! What is the technological

advancement in that? Texting is easier, cheaper and avoids any conversation that might come to a squeaking stop when one or the other makes a stupid remark or simply runs out of words.

Let's continue this delight of juicy news: When these hot chicks want to avoid a stalker or other unwanted guy, they have a trick! Hold on to your chair for this one because these girls apparently have thought it through and came up with the fabulous and most cunning plans of all: they will fake technical difficulties.

Brilliant but how will they communicate that? Via email?

The last part of this 'hot from the press' article holds maybe some truth 'the hot babes wouldn't date a man with a big, bulky cell phone'. There must be a solid piece of research behind this article. Can you imagine being asked on the street (male readers: pretend you are a woman) "Can you share with us what attracts you in a man?" Answering lady; "well first, of course, it is the size of their cell phone". Any man out there daring to approach a lady with their big bulky cell phones can forget it! She only wants the razor thin, high tech phones. I have no idea to which person in the world this would actually happen. In case you do know any such person, please let me know and we will send a TV crew. It almost sounds like the script for a new movie where instead of 'show me the money' it

will be ‘show me your phone’. As a matter of fact, it wouldn’t even do that bad in comparison with some other bad reality shows or B-movies.

How to attract wild cats?

This is not related to the previous topic but is a whole different type of animal this time. While being on a safari in Africa some time ago, there was a discussion with one of the guards of the park. We noticed his advanced phone on his belt and questioned the usage of it. His reply was more astonishing and simple than anticipated. When searching for a leopard, you need to have a cunning plan. Just sitting and watching takes too long. Simply putting a juicy prey out will attract not only the leopard, but also many other relatives within the predator world. So the game keeper downloaded the songs of multiple animals onto his cell phone as ringtones. When attaching these to a speaker, it would reproduce a sound loud enough to be heard at great distance. Then setting a trap was easy. The cage was positioned, the speaker attached behind it and the songs were being played for a certain time. When the curious leopard would arrive, it would investigate where his next meal was situated and the door of the trap would be shut. Whether it would work for smaller animals, no idea, but you can surely see how

your domestic animals would respond to it. Do the experiment yourself. Get a couple of cool ring tones of birds and let it ring to see how your cat or dog responds to it. If you have a big dog, you might want to test it on an old handset first.

Chapter 21. Youth is addicted to their devices and staying connected.

A recent study on digital technology and youth indicated that 90% are internet addicted and 85% cannot do without email. They have on average 94 persons in their cell phone; talk about being connected. Some business people would be jealous of such a list of contacts and state of connectivity.

The technology behind this communication device does, however, not interest the young user an interesting aspect since they are so dependent upon it for their communication desires. This study is a snapshot of what we can expect for the coming years. The youth is known for being early adopters of new technology. With their current appetite for staying connected with friends, one can anticipate an ever stronger connectivity pattern for years to come. The current technological developments of handsets already indicate endless possibilities, with more and more application integrated into one device. It is fascinating times for sociologists and psychologists to evaluate the changing communication behavior and the impact it has on society.

What will be the next step for modern parents? Instead of having a family talk at the dinner table, a group message might be sent to the family blog and responses obtained from the screen. Will the information flow from parent to child be reversed? The child will know how to search, filter and access information on the Internet better than their parents. Isn't that fascinating? The social pattern is changing the parent having to ask their kids how to use their technological devices.

Train irritation for European commuters.

Not the delays but the music from cell phones.

One young student had just enough of the loud music coming from cell phones around him on his daily commute in the train. He set up a website, which title is "f 'and the rest' irritating", where fellow commuters could share their thoughts and feelings about this topic, such as the intrusion of their private space by the noise pollution from others and the inconsideration of those individuals who crank up their volume so loud that half the carriage 'enjoys' their songs. With their social sensitiveness and aptness of a brick, they have no clue that it disturbs others. The solution tends to be simple and at hand: turn the volume down or get a proper headset.

Unfortunately, the social space, especially in the heavily used public transport in Europe, is more confined than in North America. The social peer pressure and the failing legislation has scared most people from addressing fellow commuters on their behavior. This is cell phone terror in a nutshell. Certain countries have introduced rules of conduct while on the public transport; however, the enforcement priority is low and rarely results in a fine.

Then again, why get annoyed; there are various solutions either just ask the individual, this approach doesn't work, get a headphone yourself with the 'noise filter' that cancels out all noises around you. Or you could raise the volume on your own cell phone to a more powerful speaker capacity, to see which one lasts the longest.

Parental cell phone control

Another aspect to prevent addiction could be the cell phone provided by parents. Several wireless providers are offering packages that allow the parent to control the cell phone of their children the amount they can call, the numbers they can

call and so on. For children this is a nightmare scenario; what kid likes to be limited to just MSN on their laptop?

For the parent it makes sense, since many children go way over their cell phone budget plans and end up having large debts. The parent, as co-signer of the contract, will have to pay for their child's gift of cell communication. The controlling function is something the parents appreciate all the time; whether they fully understand why their child needs to stay connected might be a second. The controlling parents want their kids to have a cell phone for safety reasons so they can place emergency calls when needed. The parent is not providing the device for all the fun talks chatting with friends, because of low fixed line rates everyone tends to talk long and not watch the clock. The parent can now set the control by determining who can be called, who can be texted, and what the amount available for calling will be. Handset providers have grabbed this opportunity by providing an extra feature – the GPS function. This allows the allocation of their offspring. When in possession of a BlackBerry or Smartphone, even website browsing can be blocked so there will be no exposure to certain contents or a massive bill on data services. The control function does infringe upon the freedom of the child, however, and smart teens could work and use the money to purchase their own phones, one for their parents and one for themselves. If they

have to pay their own bills they will quickly find a way to restrict themselves on their calling pattern. Those who are afraid they will overspend can just get a prepaid card; when the amount is depleted, the fun stops- at least the wireless part.

Chapter 22. Blessings of the cell phone

Use in disaster response

Governments have also picked up on the idea of using the cell phone to inform, update or even alarm its citizens. Most industrialized countries have a high SIM penetration, meaning that most citizens will have a cell phone, making it ideal to reach a large crowd quickly, directly and easily. This disaster notification service is ideal for those countries that have a history of natural disasters like earth quakes, hurricanes, tsunamis, flooding or other phenomena.

In Japan, cell phone owners will be notified instantly when an earthquake or other natural disaster hits the country. In other Asian countries, they have tsunami warning messages. Beacons in the sea can detect an upcoming tsunami and will send a warning to the central registration office. This will trigger a sms wave to the areas that could possibly be affected.

The cell phone offers some obvious advantages in situations of distress. Calling 911 is a very simple example. Something happens to you or another person and you can immediately contact the right authorities to come into action. Especially

in remote areas or at less populated locations the cell phone is a true lifesaver. If in the middle of a park someone gets a heart attack, you do not want to have to A. find your way out of the park, B. get into your car C. find the nearest public phone or household that could have a fixed phone. Not that long ago this would have been a very normal scenario. The cell phone keeps you connected no matter where you are (of course not in the most remote areas where there will be little to no coverage. Keep that in mind when being used to being in contact, connectivity, on line, 24/7).

The other advantage on the cell phone is the camera aspect, which allows the 911 caller to provide much more information than ever before. For instance, if a person is bitten by a snake, one can take a picture of the wound (or of the snake, when it is still present). By sending (via MMS or just data connection) the picture, the qualified trained emergency worker will be able to identify what happened and even give instructions on what to do until emergency services arrive.

In car accidents, bystanders can call and take a picture or movie clip to show the emergency services what is happening on the scene. This will allow them to have

a better estimate of the severity of the accident and they can equip themselves better and will be more targeted on what to bring to the scene.

Insurance companies have jumped on this phone filming capacity as well, where they ask the insurance policy holder and/or witnesses to take pictures on the spot to have evidence of what happened. Within seconds of the crash they can estimate the damage and get the paper work into action.

Most striking and confronting examples are the images taken of live witnesses of crime scenes or natural disasters who manage to capture on the spot what is happening almost the crime or disaster in progress. Emergency services can be alerted while a situation is still be in progress or just has occurred. This is the most accurate and up-to-date information you can get a source and wealth of information for those in the emergency services. From a witness point of view, it becomes vital for court cases and provides visual testimony with a cell phone camera of those present.

In the event people themselves are in danger, the cell phone can help to identify the location of people in distress. Even in remote areas where there is no coverage, the cell phone search signal (for the nearest base station) functions as

a transmission beacon. With special detection equipment, this signal can be traced when flying over these remote areas.

There is even a story where a kidnapped girl managed to alarm her family about her whereabouts. She had hidden her cell phone and could text message to the outside world without alarming her kidnapper.

When a building collapsed, some of the survivors trapped inside managed to get a signal out of the pile of ruins. Their cell phone would allow them to give hints regarding their location a beautiful aspect of having a communication device per individual.

Crime buster

Mobile operator companies register every call and sms send, including the content. Law enforcement people make active use of the recorded data. The technology is such that it will record the time of the call, the duration, the connected party, the provider of the other party, the area, the base station used and even the distance to the cell tower, hereby being able to narrow down the search area of the subject(s). The extensive usage of the cell phone by criminals

and terrorists have urged law enforcement officials to get specialists aboard who can dig deeper into this data and create valuable information.

The cell phone technology is, unfortunately, also used for the detonation of bombs. The received signal can function as an activation trigger, allowing the criminals to be at a total different location and still manage to attack.

During the investigation of the Madrid bombings, for instance, this technology was applied. When one of the backpacks filled up with explosives did not go off, the police could recuperate the SIM card in the mobile phone attached to it. The SIM cards holds the information of where the card is bought, when it was activated and possibly which numbers had been called to test the device prior to the device set up.

Despite the private nature of the cell phone use by individuals, it could become very public, provided that one is seriously misbehaving. These records will be on file for at least one and a half years.

Chapter 23. Number recycling

Number recycling is a very common element in the cell phone industry. There is only a fixed amount of numbers available and the pool needs to be replenished. With a ten digit cell phone number and a three digit area code there are only 7 digits left [check fact] and some 6 million numbers for each area code. This seems like a high number but in large cities they run out quickly, especially when you consider that your mailbox is also connected to a cell phone number (another uniquely for your cell phone). The re-usage of numbers is simple and effective since no one is using them anymore. When someone gets a new contract or a second one, chances are high that you will get such a recycled number. Recycled numbers are from those people who cancelled their previous contract or their contract that had expired. The time in between the recycled number and the activation for a new customer can be quite short, a month minimum.

Getting someone else's number can be fun but also truly annoying. When the period between deactivation and re-activation is short you can receive a lot of calls from people trying to connect to the previous owner. For instance, someone

has 100 contacts who all have his/her cell number. When this person gets a new number he will sent it to all his friends. Not everyone does make the adjustments instantly though, so they will keep on calling the old number. Then there are the million and one organizations and businesses that have the cell number related to the previous owner. Once not properly updated, you can run into a ‘contact marathon nightmare’ of people searching for the previous owner.

The fun is when you happen to receive the cell phone number of a famous person or a very important person. Take, for instance, the old cell phone number of Paris Hilton; the calls you receive and the messages left on your voicemail might give you a striking insight into this famous person’s life, perhaps invitations for great VIP parties and the hang-out locations of other fabulous stars. For an important person like a political leader, their incoming calls could bring you up and close into the political domain. The only thing you need to do is respond with the right ‘yes and no’, and make sure your voicemail doesn’t give you away. Of course we are not suggesting you would take advantage of the situation or abuse it; it is merely a fun way to get connected. Hey, these people are calling you in the first place; that their records are not up to date is not your fault. So while answering a few calls on behalf of the others, why not enjoy being famous for a

day? To make sure you maximize the fun of this ‘fake cell-id’, it requires some cell phone strategies to impersonate. Since most people answer their phone with a simple ‘hello’, it already makes it difficult for the other party to figure out whether they are speaking to the proper person or someone else. Most callers do not even check whether they are talking to the right person until they don’t recognize the voice, especially when the previous owner was a young female and you happen to be a 40-year-old giant with a bombastic voice. See how far you get. Our experience was less sexy since we managed to get a recycled number of an old Turkish textile reseller and there was little fun in these calls besides functioning as a call center. Sigh.

Chapter 24. Future developments, the next step?

In the previous chapter we have discussed a wide range of elements connected to the cell phone, identified caller types and listed those items that annoy us and the ones that delight us. With the numerous technological capabilities, why not take it one step further? Just dreaming or reality, a shady area, but fun to explore.

What would be on your wish list to add as capacity to the cell phone, provided that the device will not get any bigger or heavier?

Exploration1. The SMS bomb

No, not *for* terrorists or criminals; it will be *against* them!

For instance, when terrorists want to use a device to detonate their explosives, it would be handy to have the capacity to disable all cell phones in a certain radius. When a suspected package is left on a train, all cell phones would be disabled for as long as it is needed. The package couldn't be detonated and dismantled safely.

Or on a criminal level, have the capacity to send a sms to the stolen device so it will block completely. This will not be related to the SIM but to the unique

identification code of the phone. More fun would be a stolen cell phone that can squirt blue ink once it is reported stolen. Anyone with a blue ear will have some explaining to do.

Exploration 2.

The cell phone can produce sound so why not enable it with a powerful alarm button, or call it a panic button. Ideal for women and elderly who feel unsafe or threatened. They just have to press the panic button and the device will start making a screaming loud siren and immediately alert the law enforcement by calling 911 and send a text message to every cell phone in that neighborhood to look out or assist the person holding the alarming phone.

Exploration 3. Use the cell phone as a wireless key. It can be done simply by just having to call to a designated number. The computer will recognize the phone that is calling as the owner, tenant or employee and the door will open. Ha, you might think, what about the stolen phones? Well, if they have not been squirted with blue ink yet, then there is the option of having a small magnetic strip on the back of the phone that scans your index finger print; only then will the phone work. With this technique, one doesn't need keys any more.

Exploration 4. Already under development or in exploration experimental stage, the electronic wallet. Your cell phone that functions as your credit card but also wallet for loose change. With the fingerprint technology mentioned above and the 4 digit security code to unlock your SIM, there are already more safety measures than having a wallet in your back pocket. The cell phone will function just as your credit card. Instead of signing, you press OK or your PIN number to approve the transaction. The money stored on your account can be directly accessed via your phone. When going abroad it will take the exchange rate of that moment and convert everything for you.

Exploration 5. For international travel it would be fantastic to have a life translation device, so you select the language of the country you are at, then speak into the cell phone and the program run on it will translate it on the spot and produce the output via the speaker on your phone. The phone can also receive the feedback and will translate back into your own language via the microphone in your ear. Futuristic? Yes. Possibly? Sure, why not.

Exploration 6. A battery that will be charged on your own bodies' warmth or energy. No more hassle with chargers, different plugs, batteries that go dead and so on. The device will be carried close to the body and it will sense the body heat and store that for battery energy. Sounds weird? Well insert to plugs in an apple and attach to an energy meter and see what you get power! No masses of it but you can run a simple quartz clock on it for a while.

Exploration 7. The cell phone as remote control for everything in and around the house. Ever counted the amount of remote control devices you have right now in your house? One to open the garage door, one for the TV, one for the CD, one for the DVD, one for the satellite box, one for the lights (yes , pretty cool stuff, a remote control dimmer), and this is for the household of one person. So multiply that by 4 for a household of four. If the cell phone could take over that remote control function, it would save everyone a lot of hassles - one device and no more searches for batteries when the remote starts to malfunction.

Exploration 8. A cell phone that is flexible so it can be rolled around your wrist keeping your hands free. There are already flexible screens available; now it is a matter of making the circuits flexible as well.

Chapter 25. Final thoughts

With the vast majority of people having, using, or soon acquiring a cell phone, the phone has become part of us and our private and professional lives.

The impact of the cell phone is colossal for us and our society on how we live and communicate with each other. Our private spaces have been allowed to travel with us; wherever there is coverage, we have our private bubble or cocoon.

We have been communicating more and sharing more information than ever before. Since the 1980's, there has been an explosion of email and messages sent. In the past year in China, 11 billion sms messages have been sent on one day, during Chinese New Year. Huge!

For us as individuals, to have this extended communication facility and reach-ability, we have to find a balance for what is socially desirable behavior regarding the usage of cell phones. Balances are fragile and on either side of the spectrum you will find delight versus annoyance.

This book serves as a fun quick book which stresses the necessity of using our common sense for individuals with regard to cell phone usage in our social environment. Respect for ourselves and our environment is the best guideline on the do's and don'ts. With the help of that common sense and humor and a touch of empathic capability, we can come a long way!

Talk to you later!

Bob